

Lead Scoring Case Study – Summary Report

Problem

An education company named X Education sells online courses to industry professionals. On any given day, many professionals who are interested in the courses land on their website and browse for courses. Company wants to identify the potential leads so that sales team can focus more on these leads rather than calling all the leads, thus increasing the chances of conversion.

Solution

Sales team should focus more on the leads who have resubscribed to the email. This is a very strong point as they might be reconsidering taking the admission.

Also since company provides industrial courses which are meant for industrial professionals, they should target working professionals rather than students.

They should ignore 'Do Not Email' leads as this shows less interest and also not waste time in entertaining chat enquiries as it may not be the optimum use of the time.