

# **Lead Scoring Model based on the call records between sales team person and customer**

Lead scoring system now a days plays a very important role in marketing, only 21% of the companies use Lead scoring system.

Lead scoring system will help us in understanding the customer's interest, needs and quality that a company needs to deliver.

The best way to generate a lead scoring system is through Artificial Intelligence technology.

Below are the steps we can use to create the model:

Companies can save their time by creating a lead score model by pairing it with call records. Best way is to send a post call feedback form to the customers right after the call with sales person, just like most of the companies do! This will help us to evaluate the service given by the sales team person to the customer.

Most important, post call feedback or surveys needs to be simple, quick and efficient, this will save lot of time, as we can listen or evaluate those calls for which negative or bad feedback was given.

Listening to plenty of records and then evaluating takes lot of time and money! Then accordingly we can coach the sales team representatives!

- 1) The AI model that we will create, it should be able to transcribe the words from the call, and once the call is completed, the transcribed data should be stored in a database.
- 2) Then extract the data from the database and apply Machine learning algorithm to it. Here natural language processing will also play an important role!
- 3) To check the quality of a call, check the words used in the call to greet the customer also the words spoken while ending the call with the customer, using ML algorithms.

ML concepts to be used on data:

- 1) Remove or **filter stop words**(i.e., is, an, are, the) from the database text using NLP package of python called nltk.(i.e.
- 2) **Regular expression/nltk package**- It can be used on the database for searching for particular keywords.
- 3) Check if **particular words were spoken** at different events on call: [**Bag of words** concept from NLP can be used!]
  - a) Greeting the customer

b) words spoken after hearing the problem statement from the customer

c) Ending the call

4) Based on the above event we can decide the score for the calls taken by sales team.