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HSR LeadSync

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OVERVIEW

HSR Motors currently tracks leads manually using spreadsheets, which makes real-time collaboration difficult. The goal of this application is to provide an intuitive and efficient **lead management system** that enables the sales team to **track, update, and prioritize leads** efficiently while allowing business managers to **analyze performance and trends** through dashboards.

Our approach involves:

- **Creating a centralized lead management system** to replace spreadsheets.
- **Providing real-time updates and role-based collaboration** for different users.
- **Automating lead categorization and follow-ups** to improve sales efficiency.
- **Designing a modern, intuitive UI/UX** for easy navigation and workflow optimization

FEATURES

1. Lead Listing Screen

- Displays all leads in a tabular format with columns such as **Name, Contact, Status, Lead Source, and Assigned Sales Rep**.
- **Filters and search options** allow quick sorting and retrieval of relevant leads.
- **Bulk actions** enable quick updates and assignments for efficiency.

2. Lead Details Screen

- Provides **detailed information on each lead**, including interaction history, notes, and status updates.
- **Action buttons** allow sales reps to update status, assign reps, and schedule follow-ups.
- **Activity logs** track past interactions like calls, emails, and meetings.

3. Lead Management Screen

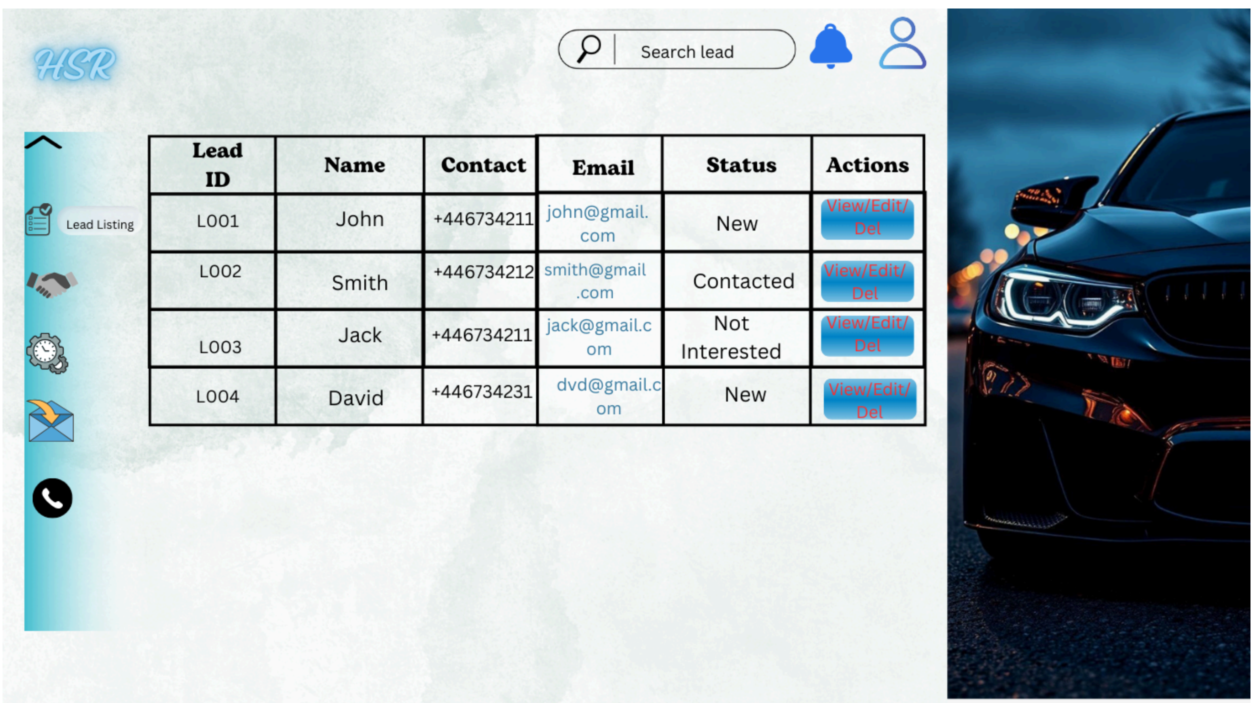
- Categorizes leads into **Hot, Warm, and Cold** based on interaction data.
- Automates **follow-up reminders** and **lead assignment** for efficiency.
- **Multi-channel communication (Email, SMS, WhatsApp)** to engage with leads seamlessly.

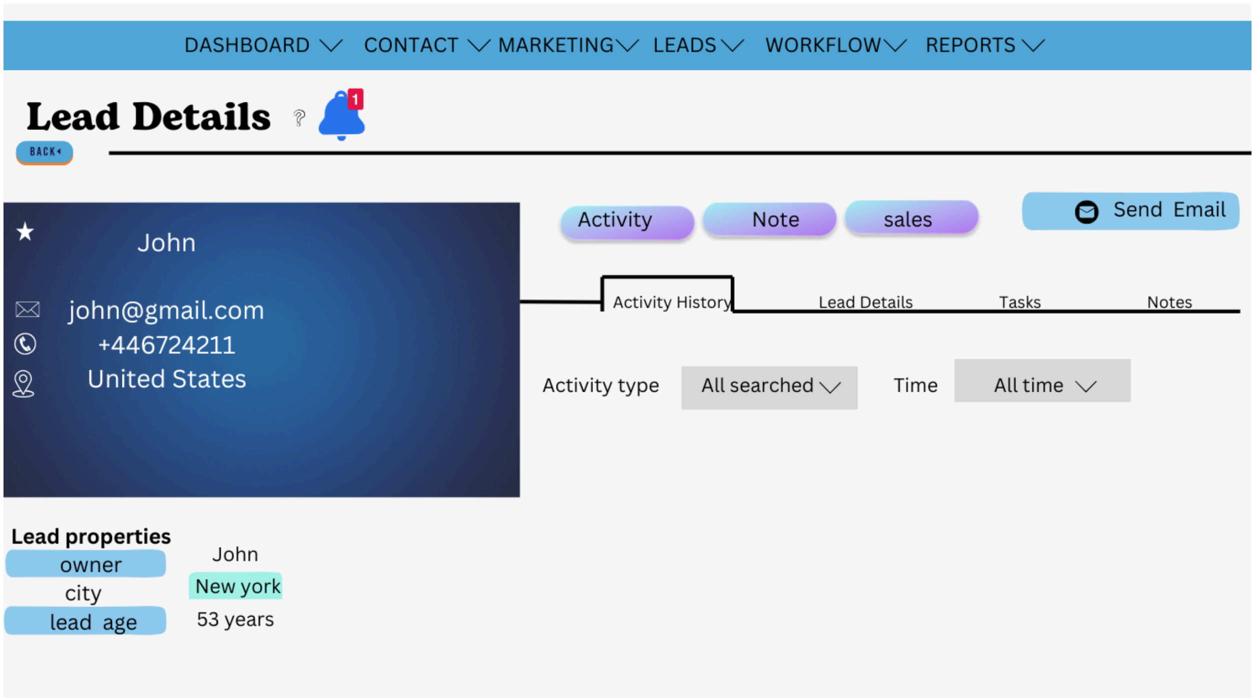
4. Dashboard Screen

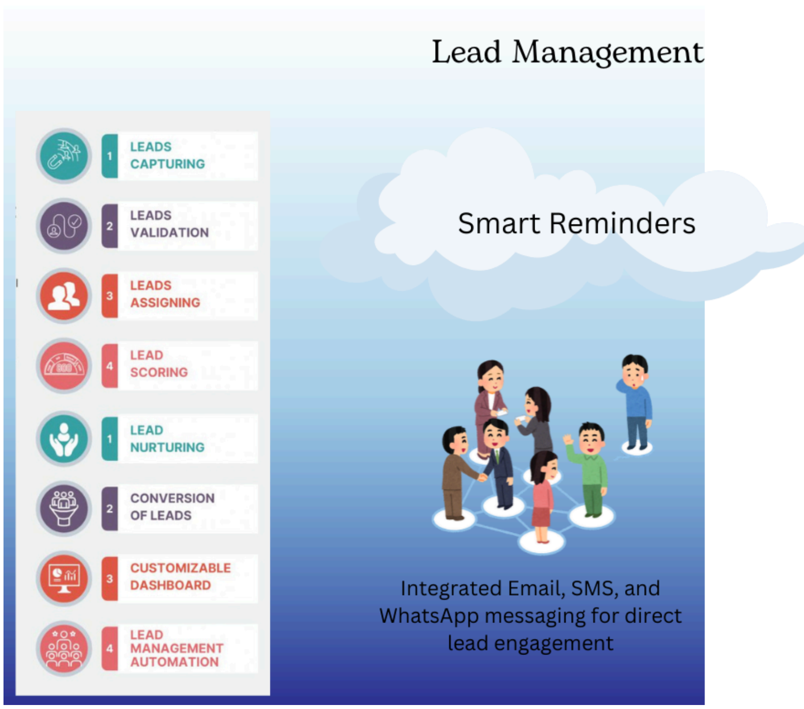
- Displays **key business metrics**, such as **total leads, conversion rates, and pending follow-ups**.
- **Graphical reports and insights** help managers analyze trends.
- **Sales performance tracking** to monitor individual and team productivity.

1.

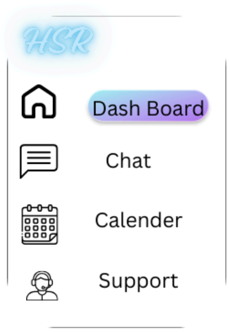
WIREFRAME / MOCKUP / PROTOTYPE

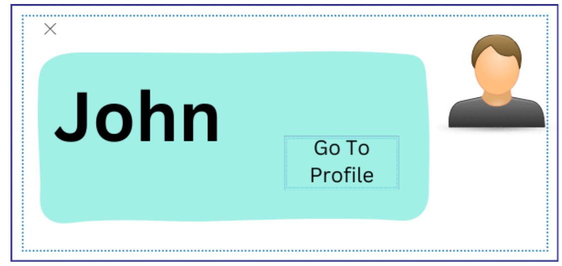


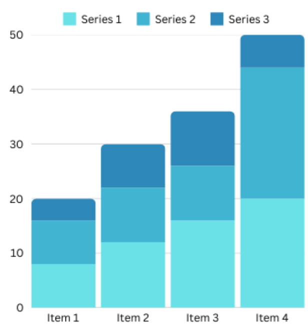


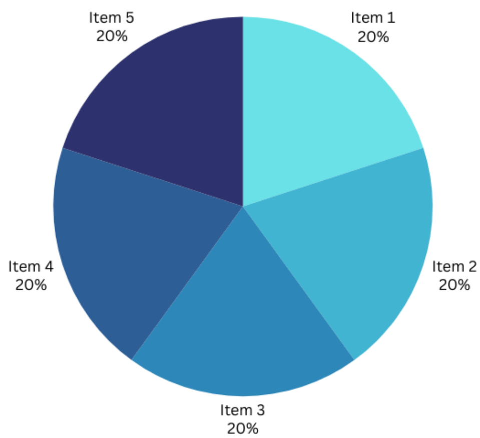


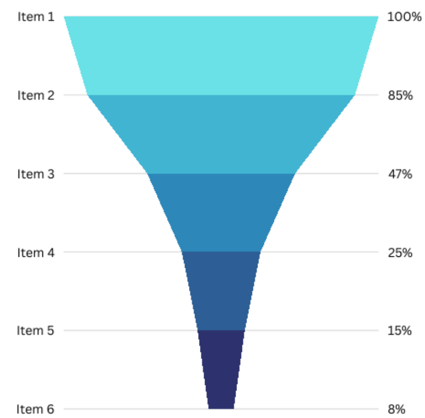
AI-driven scoring system to prioritize high-potential leads











USER FLOW

1. **Lead Entry:** New leads are automatically imported from various sources (Website, Facebook, Google, etc.).
2. **Lead Management:** Sales reps access the **Lead Listing Screen** to view and filter leads.
3. **Lead Qualification:** Reps open the **Lead Details Screen** to update status, add notes, and assign follow-ups.
4. **Lead Nurturing:** Automated reminders ensure timely engagement via email, calls, or SMS.
5. **Performance Monitoring:** Managers track team performance using the **Dashboard Screen**.

OTHER LINKS

https://www.canva.com/design/DAGdmQrEq5I/6QYU8Rg-o6NoIrIqiZw9Ew/edit?utm_content=DAGdmQrEq5I&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton