

Operations lead generation (through resellers): Process documentation

Summary

In this document, the process in which we generate valuable leads with the help of our resellers and operations teams in Abhyaz has been demonstrated. Some of the reseller benefits and engagement scenarios have also been described in this paper.

Definition of process

Generating leads is one of the core necessities for the products and services provided by Abhyaz learning and training platform. Large amounts of resources are dedicated to lead generation processes. Acquiring good leads refers to the acquisition of prospects who have interest in our company's products and services in the market and are ready to make purchases. We provide great opportunities for resellers generating high quality leads that can assist the company to boost its sales and ROI. Our teams use various types of Lead generating tools such as social media postings, email campaigns, surveys and blogs to attract useful leads to the products and services offered. Involvement of third party resellers also forms a crucial part in the lead generation process.

Lead generation

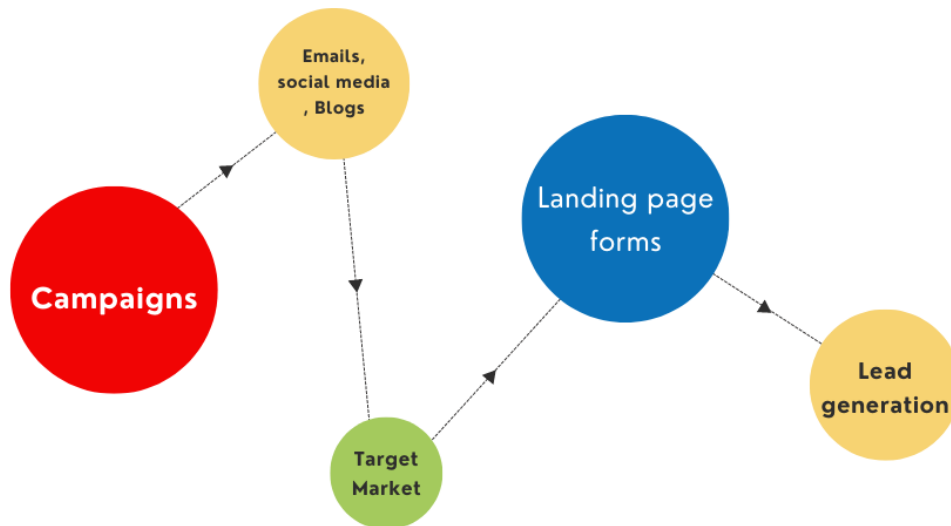


Figure 1: General lead generation process

Acronyms

- ⇒ **ROI:** Return on Investment
- ⇒ **MTC:** MTAB Technology Centre

Process scope

Persuasion of people interested in the products and services offered by brands is the fundamental aim of the lead generation process in MTab Technology centre.

Process boundaries

- ⇒ Multiple reseller accounts cannot be associated with the same leads. All

Process document

resellers need to be associated with unique leads.

- ⇒ None of the Data science or Operations team members is at liberty to disclose any data to other sources.
- ⇒ Only verified resellers are processed for the further steps in lead generation.

Process inputs and outputs

The primary inputs and consecutive outputs in the process of lead generation can be summarised as follows:

Process Inputs	Outputs
Reseller details and contacts	Reseller partnerships
Data provided by resellers	Valuable leads for offering our products and services

Process steps

⇒ Step 1: The initiation process

In the beginning, relevant resellers are contacted or reached. These resellers provide us with leads for selling our technical products.

⇒ Step 2: The Verification process

In the second stage, the reseller credentials and other factors such as capacities of lead generation, as well as commission rates, are verified. After verification, the approved resellers are connected with data science teams for further processing.

⇒ Step 3: Running of campaigns

The data science team in our organisation is responsible for running campaigns on behalf of the resellers. In these campaigns each reseller is provided with unique enrolment keys and IDs.

⇒ Step 4: Data enrichment and associated operations

In the next step, the data science team follows up with the leads and makes sure that the surveys are completed on time. A contact and potential is created for each lead is created by the operations team and then the data science teams perform data enrichment on the collected leads data for the resellers. The operations team is responsible for sending enriched data through

Process document

the **Zoho Desk** to the resellers.

⇒ **Step 5: Finalisation of deal with reseller**

After the 4th stage, resellers are followed up and deals are finalised. After completion, resellers obtain their commissions for the leads they have provided.

Involved stakeholders

⇒ **Data science teams**

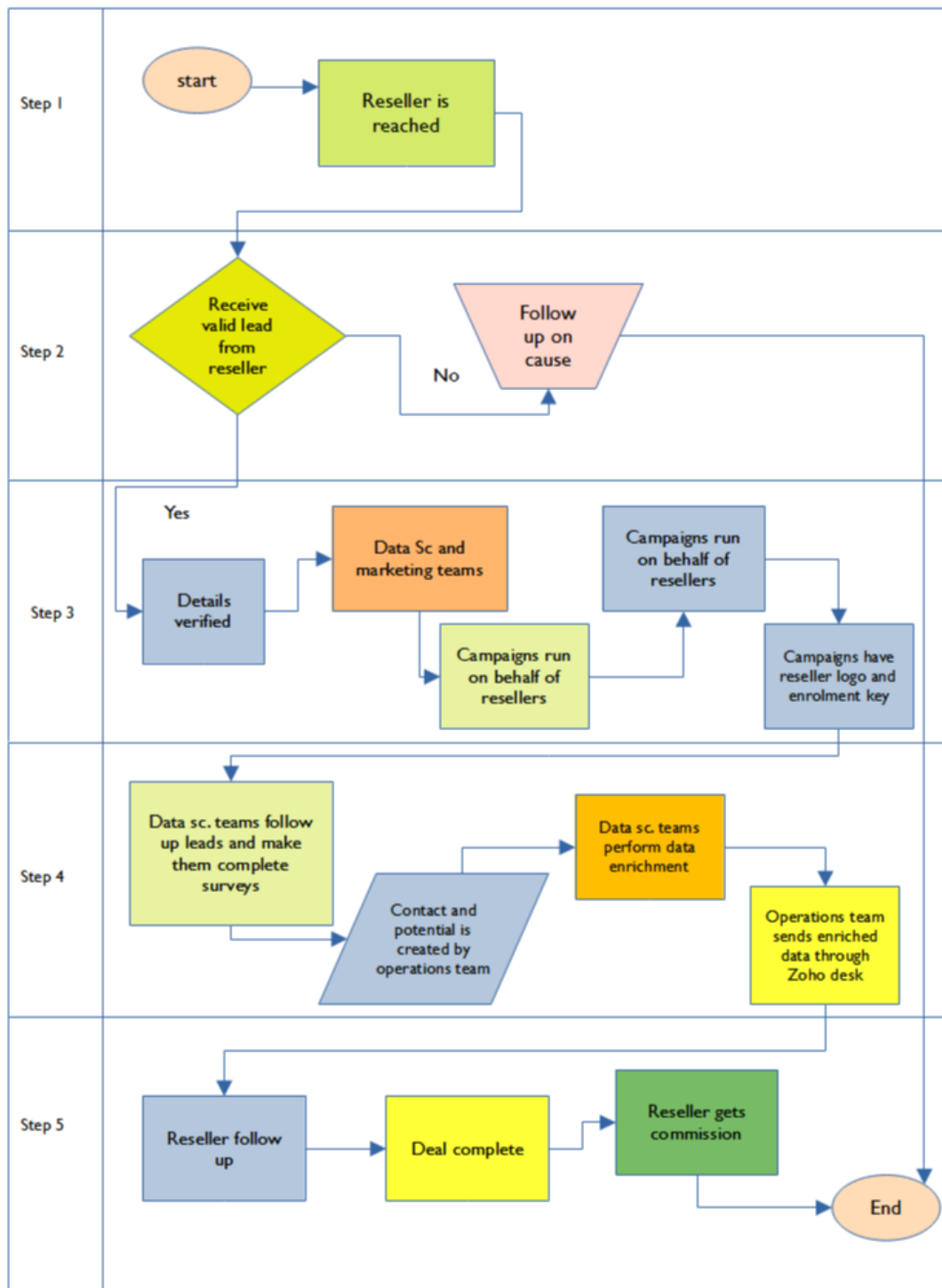
⇒ **Operations teams**

⇒ **Current Resellers:** KICKSTART CAREERS, ODTECH SOLUTIONS, ADML, etc.

⇒ **Leads provided by resellers**

Process document

Process visualisation (Flowchart)



Process document

Figure 2: Process flow of reseller lead generation

Exceptions and control points

Exceptions	Control points
1. In the case of public domains, we are currently not able to send campaigns directly. Reseller email contacts are required for sending the campaigns.	Some web scraping tools are being used by data science teams to gather bulk email contacts online. Direct contact with resellers is also established manually.
2. Possible lack of sufficient qualified leads. Finding trusted/accurate information for data enrichment can be challenging.	Narrowing down the specifics can help in optimising marketing and partnership processes. Automated validation techniques and filtering can be helpful.
3. Problems in reaching the contacts can occur.	Greater focus on obtaining valid resellers' contacts as well as standardised policies of lead information gathering is necessary.
4. Inconsistency can exist in lead subscription follow-ups and engagement	Communication gaps internally need to be fixed and proper approval standards need to be established.
5. Challenges regarding file conversion to pdf. Empty or blank spaces create constraints while conversion into pdf files.	Improvement of data mining strategies and data replacement for empty spaces is necessary.

Process document

Review and future state

In future, we are looking forward to working with a larger number of resellers and partners and continue to provide high quality experience to our stakeholders. It is essential that all of the contingencies are mitigated in future with core focus on improvement in communication channels among internal stakeholders, resellers and leads. Resellers have the opportunity to grow continuously and benefit with larger volumes of leads generated with our organisation.