Lead Management Solution for Marketers

OneLead, Inc.
Make Every Sales Call Count

Client Business Description

◇ A SaaS based CRM Platform for Sales Team.

Background

◇ Client offers an on-demand Prospect Relationship Management tool in SaaS model.

◇ The CRM services are offered as an add-on to Sales Force thus complementing Sales Team with enhanced features.

Challenge

◇ Ability for the customers to effectively manage pool of leads.

◇ Discovering the best prospects from the lead pool.

Idea

◇ Ability to generate the leads for sales person with the proprietary 'adaptive' business logic to make the CRM behave dynamically, deriving the learning's from the pattern of lead consumption, geo-location constraint etc.

◇ Recycle leads based on patented technique.

Our Solution

◇ Developed Java based CRM portal to provide users with the ability to mass import leads to the platform to be utilized in 'adaptive' lead recycling.

◇ Software enabled PC based Outlook calendar synchronization with portals online calendar.

◇ Generated BI reports to help sales team visualize information gathered from platform usage.

◇ Recycled leads based on proprietary and adaptive business logic.

Technologies Used

- JSP / Servlets / Jboss
- JDK, EJB, Oracle
- Calgoo APIs / ESRI Geo-Location Services

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CONTACT MOBILE PUNDITS TODAY

Email: marketing@mobilepundits.com

Telephone:

🇺🇸 USA: +1-732-654-9056   🇦🇺 Australia: +61-2-8015-5723

🇫🇷 France: +33-7-68-79-77-46   🇮🇳 India: +91-731-402-5351

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