leadsquared

End-to-end Marketing and Sales Execution Platform

Increase the efficiency of your teams, campaigns and processes

- Complete lead capture from all your channels
- Proactive call center team to expedite sales
- Omni-channel customer engagement
- Cross-sell/Upsell signals to increase CLV
- Highly efficient feet-on-street teams

Trusted by 1000+ businesses worldwide

AMITY UNIVERSITY · dunia · INSURANCE HOUSE · bankbazaar · Shapoorji Pallonji · MANIPAL UNIVERSITY

About LeadSquared

LeadSquared was launched in 2013 by serial entrepreneurs from IIT, passionate about offering a robust solution combined with high quality customer service. With 800+ customers around the world and across sectors – education & training, marketplaces, financial services, real estate, hospitals, wellness centers, B2B and many more – the company has helped some of the leading names in the industry achieve digital transformation.



NILESH PATEL
Chief Executive Officer
Graduate of NSIT

Deeply passionate about helping customers transform their sales and marketing through software.



SUDHAKAR GORTI
Chief Product Officer
Graduate of IIT Kanpur

Focused on building robust software that helps drive exceptional business performance.



PRASHANT SINGH
Chief Customer Officer
Graduate of IIT Delhi

Focused on building a culture of problem-solving in the product support and customer success departments.

LeadSquared Capabilities

ENGAGEMENT ENGINE

- Marketing Automation
- Behavior Tracking
- Timely Communication
- IVR Integration
- Landing Pages
- Omni-channel Engagement

EXECUTION ENGINE

- Process Execution
- Sales Execution

CUSTOMER JOURNEY BUILDER

- Single view of prospect journey across channels
- Drag and drop builder to create user flows

DATA SECURITY AND COMPLIANCE

- Meets globally accepted compliance & data security protocols - ISO, GDPR etc.
- 100% cloud-based, hosted on AWS.
- Regular Penetration Testing & Vulnerability Assessments

MOBILE CRM

- Day & route planner for field agents
- Next meeting recommendation
- AI-powered cross-sell / upsell signals
- Auto-allocation of leads based on agents' ZIP codes & other criteria
- Geo-tracking of field workforce
- Complete view of possible meetings in the proximity
- Real-time views & reports for sales supervisors

LEADSQUARED QUICK FACTS



8
YEARS IN BIZ



250
EMPLOYEES



1000+
CUSTOMERS



100k
USERS



40k
MOBILE USERS

Education

- BYJU'S
- Stratford University
- Manipal University Dubai
- Amity University
- IIHT — Connecting Talent to Opportunity

BFSI

- dunia
- Aditya Birla Group
- Bharti AXA General Insurance
- Insurance House
- bankonus

Real Estate

- Coldwell Banker
- Shapoorji Pallonji
- Assetz — empowered innovation
- Acron — Quality homes since 1988
- PBEL

Travel & Hospitality

- Orange County — luxury resorts — Spirit of the land
- Deltin Group — Hotels and Casinos
- GOFRO
- Treebo Hotels
- travelsmantra — click here get there

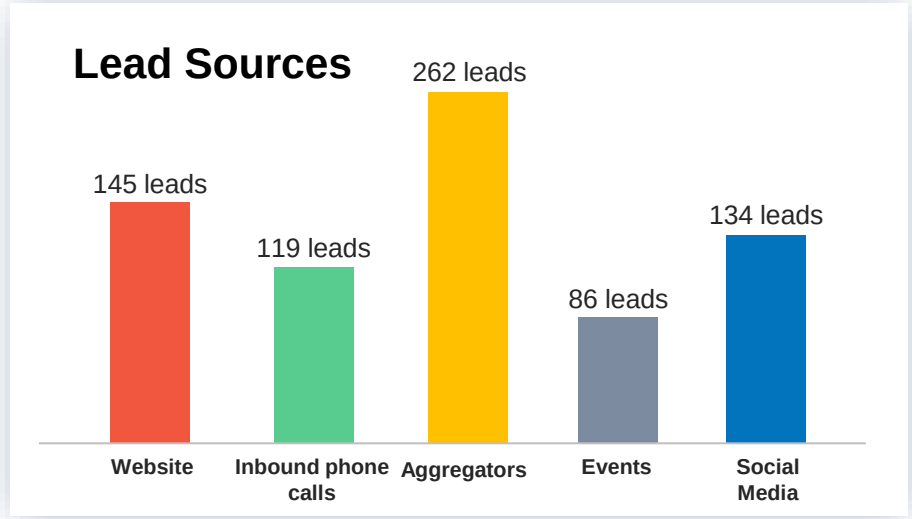
Others

- HCL
- Lepide
- Al Fardan Exchange
- LifeCell
- FDI

1

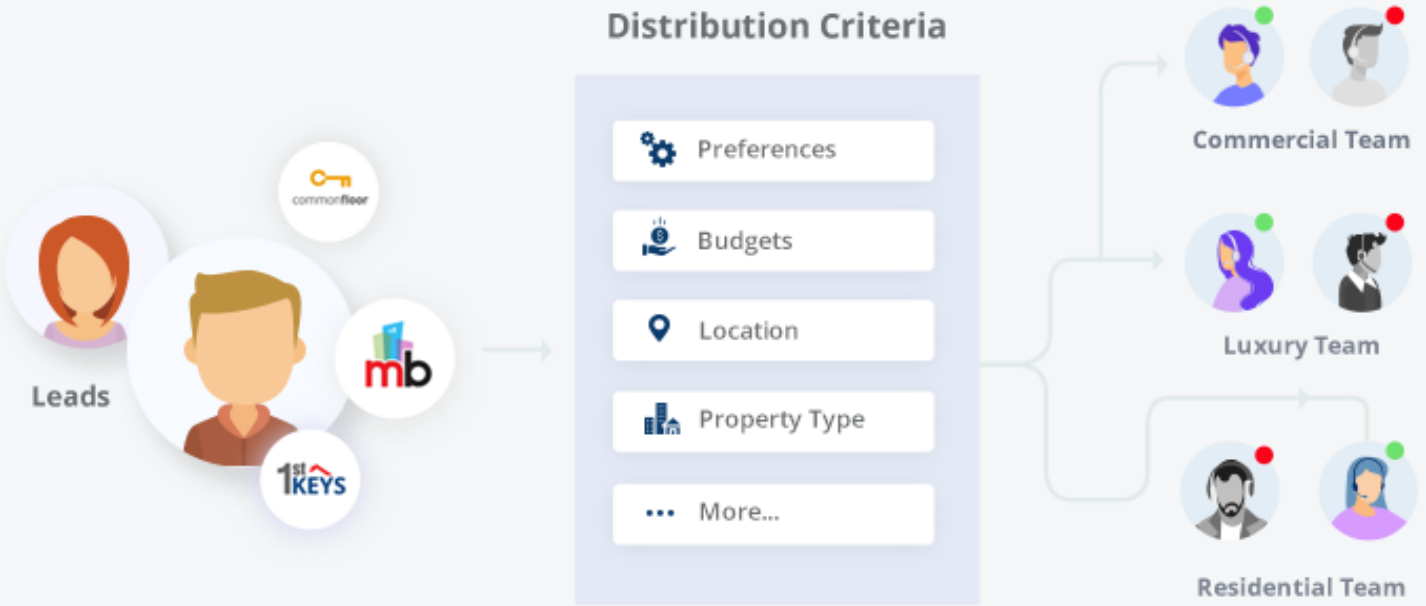
Never miss a single inquiry

Capture inquiries from your website, portals, marketplaces & aggregators, manual upload, chat, phone, PPC ads, social media and all your other channels



Reduce response time and increase agent efficiency

Reduce response time by distributing property inquiries automatically to your real estate agents and call center based on any criteria you want. Distribution can happen based on property type (residential or commercial), sub-type (luxury or budget apartments), location, other preferences, agent availability and more.



2

Automate back-end tasks with **Process Designer**

Build and track complete prospect journey

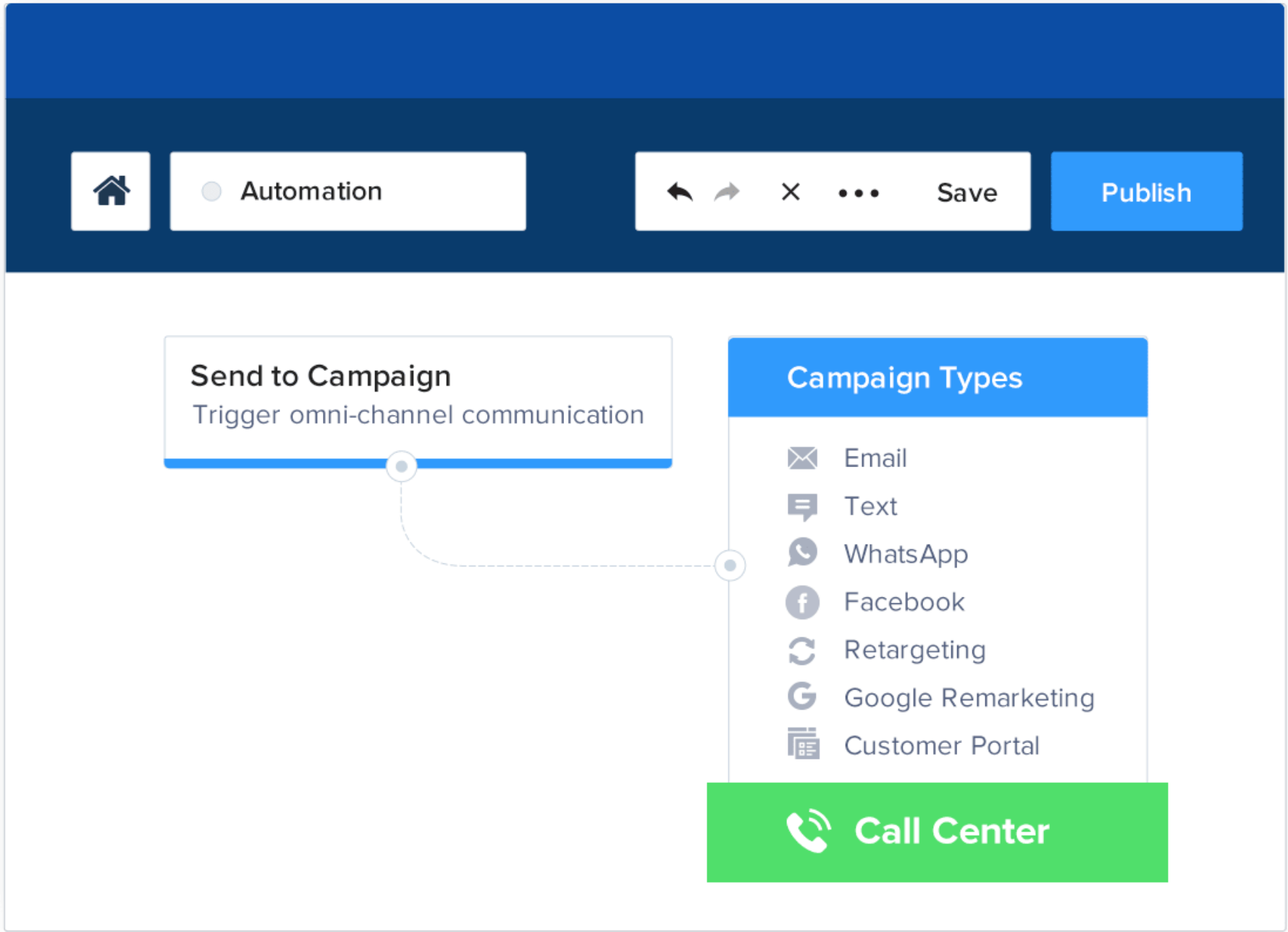


3

Omni-channel marketing automation for exceptional customer experience

Go beyond call interactions to engage customers and meet revenue goals

Build trigger-based prospect communication workflows easily in LeadSquared. You can reach your prospects on the channel of their choice – email, text messages, WhatsApp, phone calls or customer portals based on their activities, queries or just periodically. The workflows are pre-set, and your agents can trigger it just with an activity or click of a button.


Automation
Save
Publish
Send to Campaign
Trigger omni-channel communication
Campaign Types
Email
Text
WhatsApp
Facebook
Retargeting
Google Remarketing
Customer Portal
Call Center

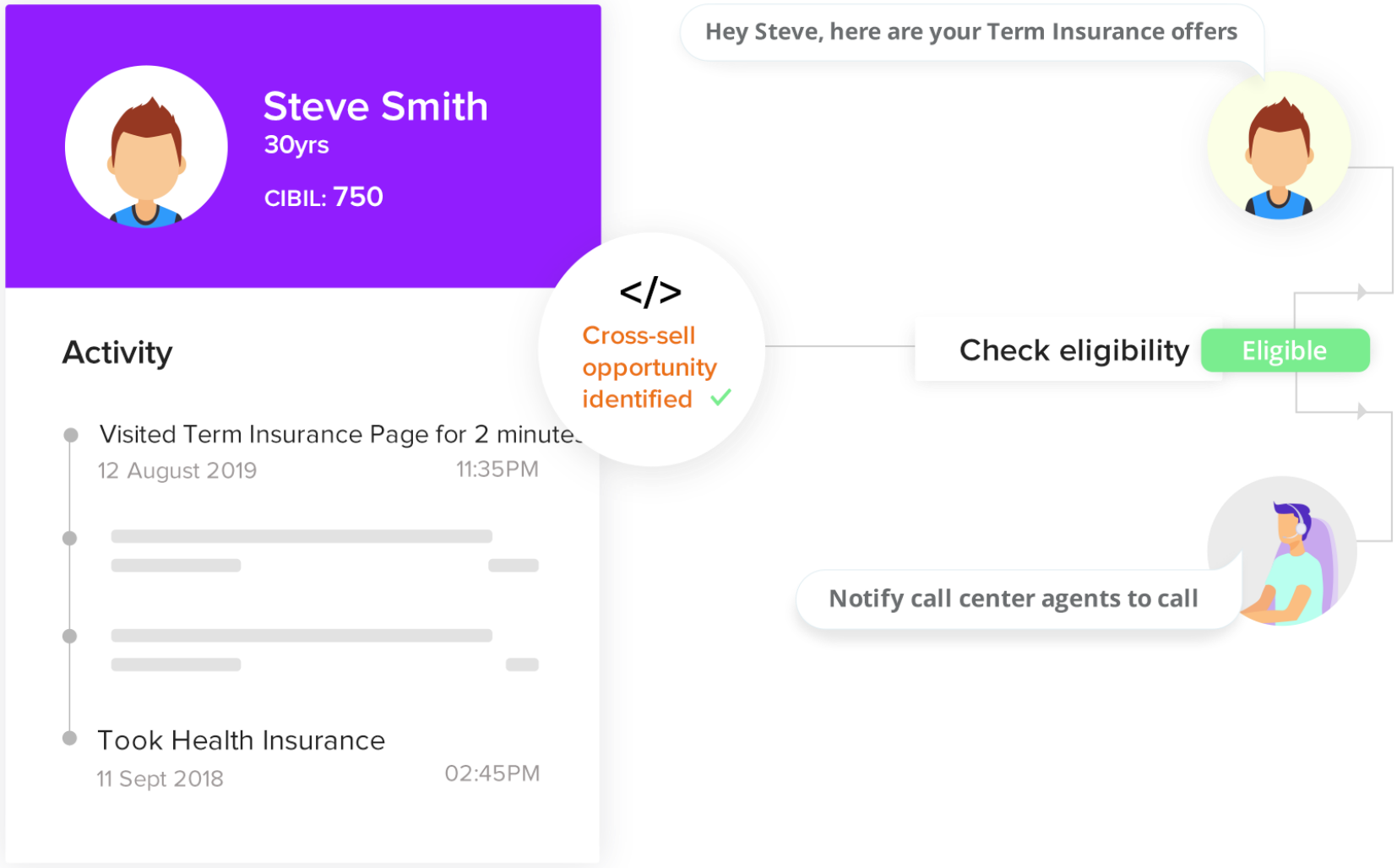
[Product Screenshot] This is how communication journeys look like in LeadSquared



Increase revenue with cross-sell / upsell signals

Know the complete customer details, including their existing policies and other details. Identify cross-sell opportunities using this data.

For example: A customer who buys a health insurance policy for their spouse might also buy a life insurance policies.

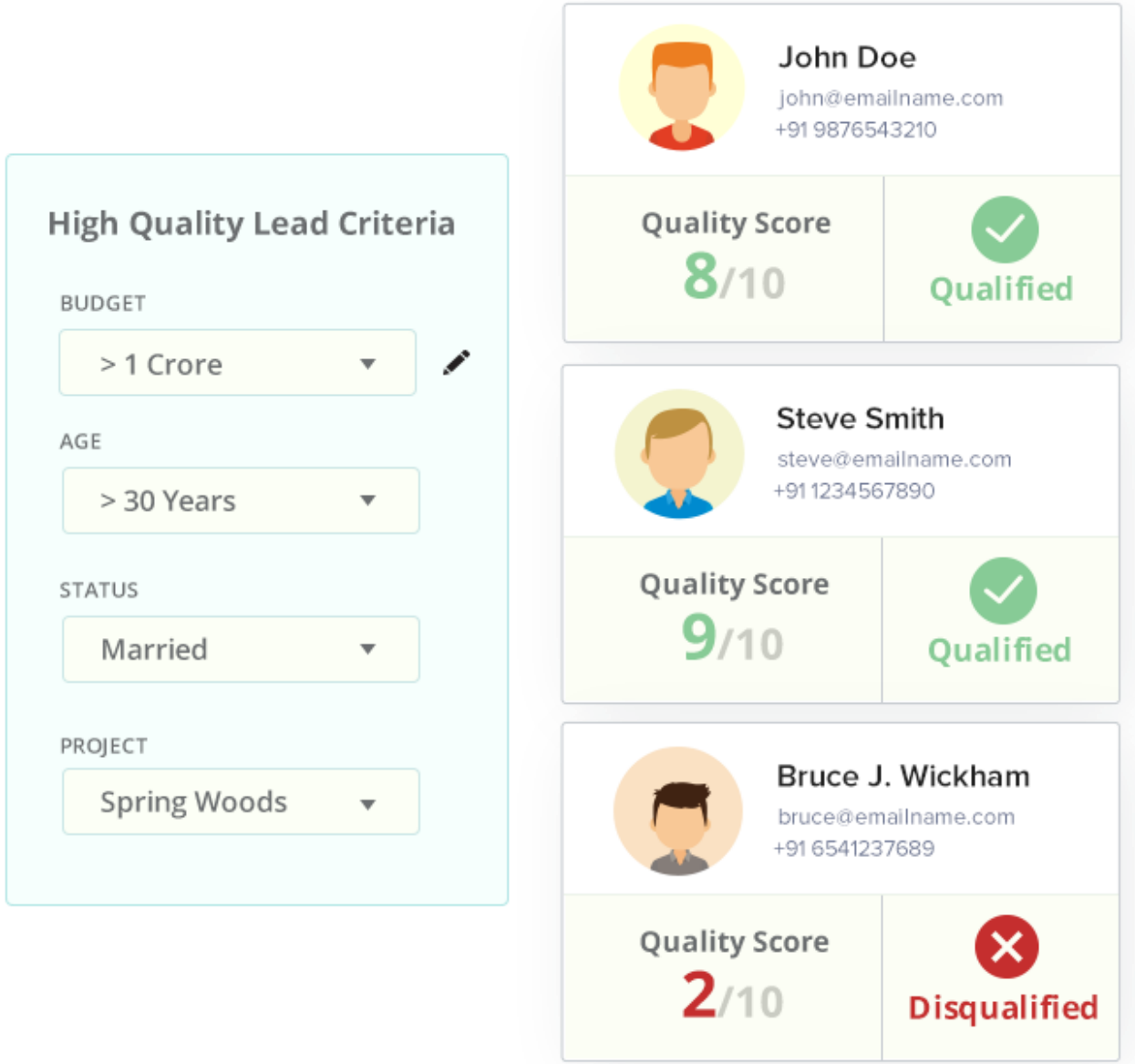


4

Sales Execution Platform to simplify your team’s work

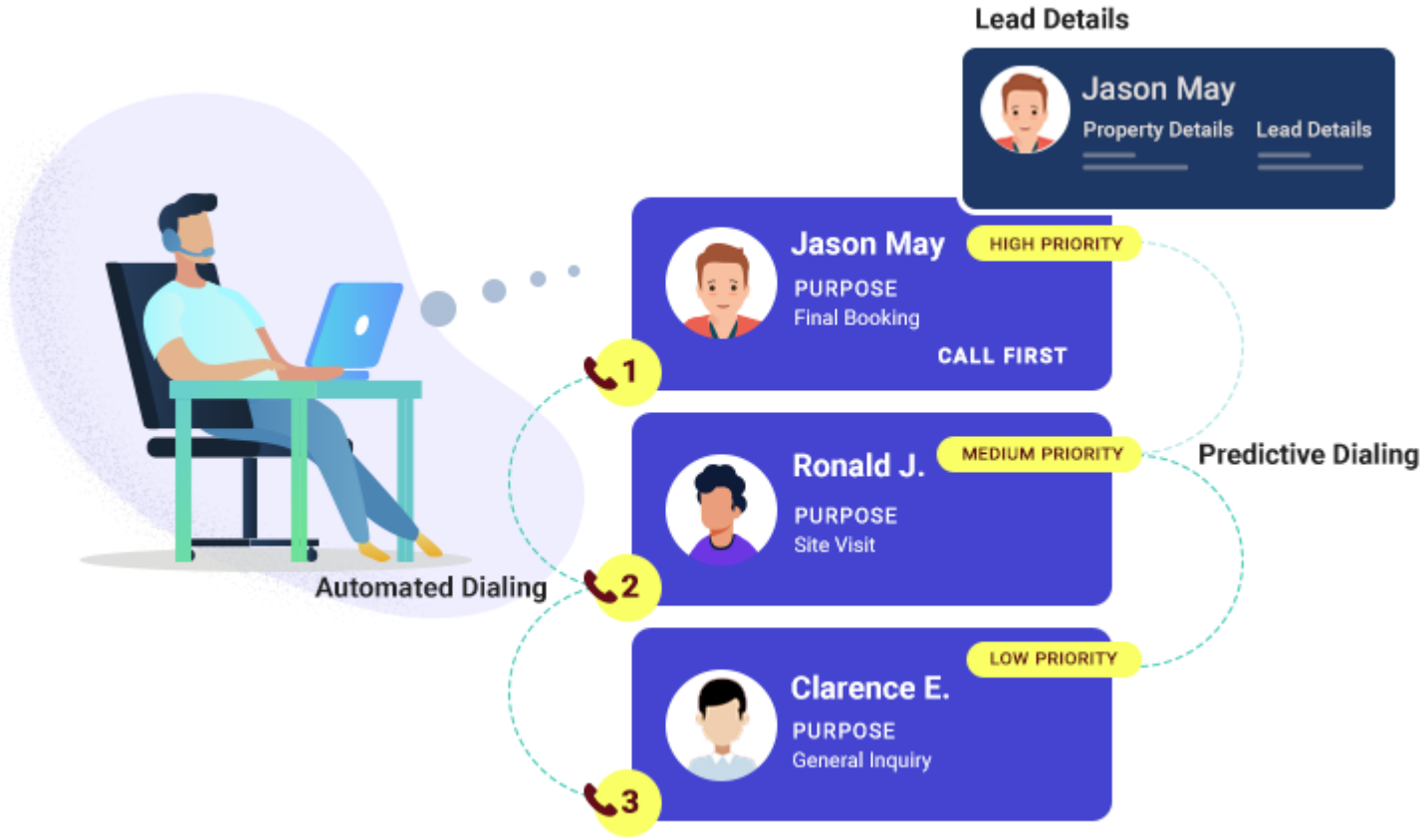
Completely customize lead quality criteria

Help your sales team identify the best sales opportunities by using the lead quality score. Define what qualifies as a high-quality lead to you, and all your leads will be scored accordingly, and your agents would know exactly which leads to call first. Automates sales prioritization.



Prioritize your sales team's tasks

Use a combination of the lead quality score and activity score (based on the prospect behavior and conversation tracking) to help your agents. LeadSquared would automatically prioritize their tasks based on these scores. This helps preserve your team’s bandwidth against low-quality requests and makes sure that the best leads are called first.



5

Build a highly productive feet-on-street team

Get 70% higher productivity from your FOS teams

How does LeadSquared help?



Day & route planner for field agents



Next meeting recommendation



AI-powered cross-sell / upsell signals



Auto-allocation of leads based on agents' PIN codes



Geo-tracking of field workforce

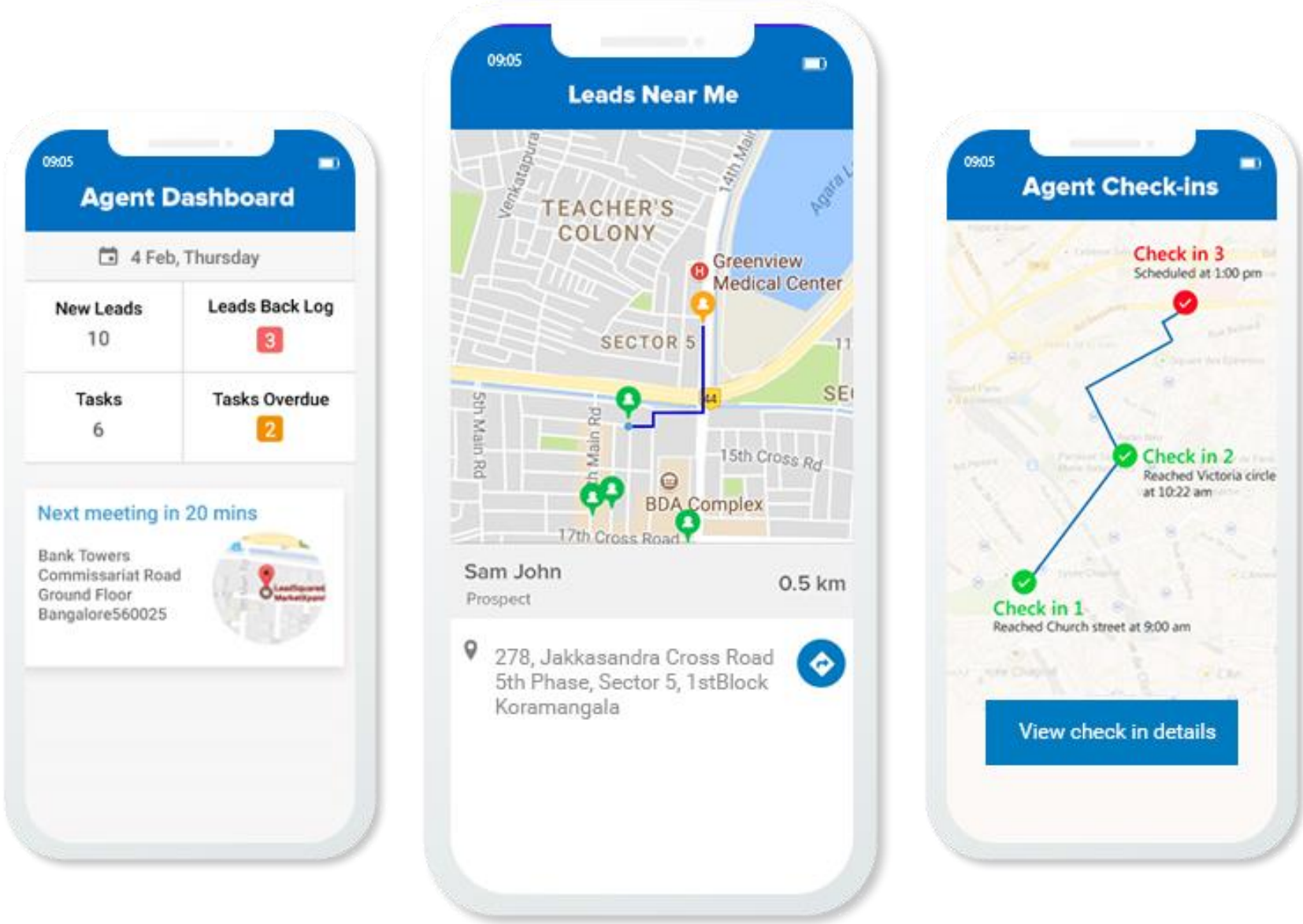


Complete view of possible meetings in the proximity



Real-time views & reports for sales supervisors

Manage your complete field operations



6

In-depth analytics for your channels, teams and more

Source

- Property Inquiries
- Site Visits
- Booked
- Customer
- Revenue

Project

Location

Agent



Source

Project

Location

Agent

- Property Inquiries
- Site Visits
- Booked
- Customer
- Revenue

Revenue by Sales Person

Agent Name	Revenue
Sam Billing	$30K
Rita Snith	$46K
Tom Alter	$49K
Vicky B	$76K
Adam Jones	$86K
Jason Creja	$94K



Seamlessly integrate your internal applications and third-party systems with LeadSquared.

For more check: apidocs.leadsquared.com

Transform your complete sales operations



Completely customizable



Works offline



Optimal data/batter usage



iOS & Android compatible

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