

# AI based LEAD SCORING AND ROUTING



Predictive Lead Scoring and Routing helps Sales reps focus on leads that have the highest probability of closure.



## BENEFITS

Predictive Lead Scoring and Routing increases the number of viable opportunities and, increases conversion and decreases sales cycles.

**70% of leads** are lost from poor follow-up. - Gartner

70%

A 10% increase in lead quality can translate to a **40% increase in sales** productivity. - Vice President of Sales, Cisco

40%

**200%**

Leads contacted in within 5 minutes increases conversion to sale by **200% (MIT)**



**30-50%**

30-50% of Sales go to the vendor that is first to respond (**InsideSales.com**)

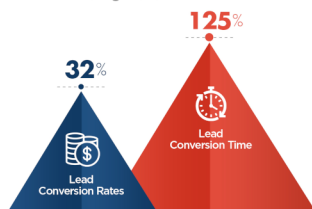


**20%**

Nurtured Leads produce a **20% increase** in Sales opportunities (**DemandGen Report**)



Sophisticated lead scoring resulted in **32% increase** in lead conversion rates and **125% improvement** in lead conversion time." - Senior Manager at Amazon



## HOW IT WORKS

Each opportunity is given a point score across different categories. And each category score is comprised of point scores for different activities or characteristics.



### Engagement

- How many pages or advisors did they interact with.
- How long did they interact with the advisor.
- Actions requesting downloads or emails signal higher interest and are scored higher.
- Advisor recommendations indicate where they are in the funnel.



### User

- Expert and Frequent Returning Users are scored Higher.
- Different Domains are scored differently. Gmail, Hotmail and yahoo domains are scored lower. High value partners and customers are scored higher.



### Solution Fit

- Knowledge Bots assess if users are looking at the best possible solution to their business problem. Higher Fit means higher scores.

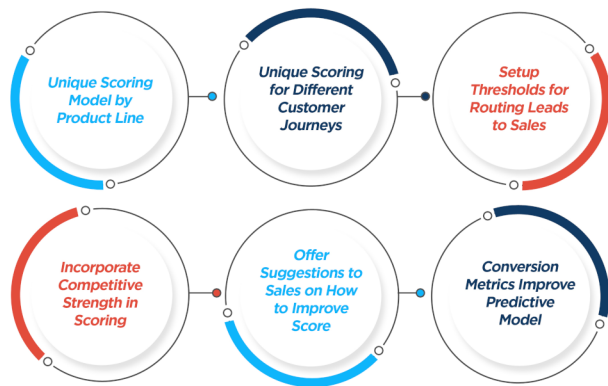


### Competitive Strength

- Knowledge Bots perform detailed Value, TCO, ROI and Break even analysis to determine the competitive strength of each opportunity. Higher competitive strength get higher scores.



## PREDICTIVE LEAD SCORING BEST PRACTICES



## 5 WAYS KNOWLEDGE BOTS SCORE LEADS DIFFERENT THAN TRADITIONAL METHODS

Traditional Lead Scoring requires massive upfront data population of CRM systems and then required AI training from a "Cold Start" which can cause delays. Most basic lead scoring lacks insight into what matters most ignoring true customer value and competitive strength.

	Traditional Lead Scoring	eXalt Knowledge Bots
Data Entry and Back Population	<b>Large Effort</b> - Manual Entry of User Info & Win/Loss	<b>None</b> - Uses existing behavior
Delays from Training	<b>Months</b> - in training due to cold start issues	<b>Zero</b> - Works Day1 without cold start
User Engagement Level in Sales Funnel Process	✗	✓
Solution Fit and Utility to User	✗	✓
Competitive Strength Assessment	✗	✓
Advice on how to improve Score	✗	✓

**eXalt Solutions** provides a patented Knowledge Work as a Service (KWaaS)™ cloud platform that gives enterprises the ability to scale more profitably from sales through delivery. By leveraging eXalt AI Knowledge Bots as co-workers, B2B enterprises can boost customer experience and accelerate processes without the need for programming or additional IT support. eXalt's philosophy is Better Together, with humans and AI Knowledge Bots producing more, at a higher level of quality, as a team.



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