

# EFFECTIVE LEAD MANAGEMENT EXECUTION

---

Convert Leads Into Loyal Customers

**#FeatureOfTheDay**

**SWIPE**



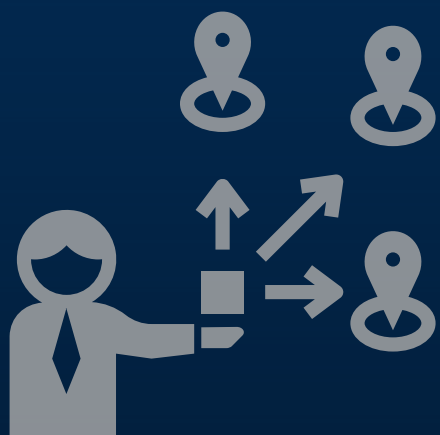
## 1. STREAMLINED LEAD CAPTURING

**connect Toolyt via API or  
access to the web console for  
your tele-calling team to  
add/assign leads manually**



## 2. OPTIMISED LEAD DISTRIBUTION

**dynamic rule-based allocation  
of leads based on geo-location  
or branch**



### 3. IN-DEPTH LEAD TRACKING

**analyse and monitor the TAT  
and have automatic  
escalations in place to make  
sure that the lead is served on  
time**



#### 4. 360 DEGREE LEAD VISIBILITY

**capture every possible lead attributes at different lead stages and integrate with third party to view all data in one place**



## 5. COLLABORATE TO WORK ON LEAD

**enable the freedom to work as a team on a lead, whether it is field sales guy or manager sitting in the office, with 'tag a lead' option.**



## 6. AUTOMATED WORKFLOWS

**create custom workflows to  
avoid manual errors & reduce  
operational challenges**





**TOOLYT**