



## STREAMLINED B2B LEAD DISTRIBUTION CLOSES THE LOOP

### CHALLENGE

BellSouth Advertising and Publishing Corporation (BAPCO) began an Advertiser Testimonial/Lead generation program with a few television and radio spots, a vanity telephone number and a small telemarketing company. The program was a success, but over time the process for distributing leads generated from mass advertising to sales became bogged down with inefficiencies.

At the time, the lead distribution system utilized four different databases (Telemarketing, Website, Sales, and Marketing) that did not communicate with each other. The separate databases created additional problems regarding customer “call backs”. There was no way to identify customers who had previously called and asked to speak to an account manager. Advertisers were calling multiple times with no response from sales. Research among the advertisers who called to speak to a rep and did not receive a return phone call showed that 60% of these customers would have purchased advertising if their customer experience had been positive. It was imperative that sales become more engaged in working the leads provided. For those leads that did make it into the hands of a sales person, it was becoming difficult to track their disposition. The number of leads sent to sales, but not found in the sales database, increased from 10% to 42% over a 12 month period. Marketing could not accurately track the ROI of the program.

### ACTIONS

- Mapped out the current flow of data and the team members involved in sending leads to sales.
- Developed strategy for streamlining data flow and number of databases used.
- Adjusted the sales database and billing system, so that they could accurately identify all inbound leads using a unique customer ID number. The comment section allowed reps to comment on the source of the lead.
- Trained all customer care reps on how to accurately enter leads into the system and provide leads directly to sales using existing systems.
- Provided reps with background information on marketing/advertising objectives to yield tighter departmental linkage.
- Cancelled contract with our external telemarketing vendor and re-routed all calls to BAPCO Customer Care.
- Set up a special queue that sent leads to a small group of reps trained to answer “customer inquiries or leads”.
- Engaged a technology company to develop a desktop application to calculate ROI of leads using data pulled weekly from sales billing system.

### RESULTS

- Saved \$45,000 in external telemarketing vendor costs by routing calls directly to BAPCO Customer Care.
- Improved hand off time of leads to sales teams (live at time of the call or next day if after hours). This increased BAPCO response time and significantly reduced the number of duplicate leads in the system.
- Improved reporting on the lead status and disposition and improved tracking by using customer ID instead of phone number.
- Improved customer experience by expanding use of 1-800-GET-REAL vanity number for more than lead distribution, which allowed BAPCO to handle all customer requests regarding products and services immediately.
- Improved sales accountability and responsiveness.
- Enhanced reporting capabilities by providing an analysis of financial data every five days.