



C a s e S t u d i e s : E m p l o y e e L e a d R e f e r a l



Scenario: How employees can deliver qualified leads and earn a reward.

Problem: A newcomer to the highly competitive telecom industry soon learned that in order to grow its business, it would have to become far more resourceful about building a customer base. When the company realized that its own employees could be an excellent source of leads, managers were excited about the potential business that could be generated from right inside their own walls.

But how does a company successfully manage the details of an incentive-based lead system, especially in an environment characterized by a large number of employees, a large number of customers, and an average monthly billing of less than one hundred dollars? And who has the time or know-how to institute and monitor such a system?

Solution: The Strategic Incentives Lead Referral & Conversion system was the perfect answer to the company's dilemma. Working 24/7 online and never taking a break, the software manages the lead process and rewards employees for providing qualified sales leads. Here's how the system works:

- When an employee enters a lead, the system assigns a file number and sends the lead to a manager for assignment. The manager reviews and assigns the lead to a sales person who is responsible for follow-up.

- When a sale is made, the sales person inputs the result into the system, and the lead goes into a review queue. The manager approves the sale, and points are issued.

- Employees who originate successful leads receive printable Kudos e-mail certificates. But even better than a certificate, they also receive points for prizes and vacations that are easily redeemable online. What better way to improve productivity and motivate employees at the same time!

Outcome: After using the Lead Referral and Conversion system for just a few months, the company was able to gain over 2,000 solid leads that turned into sales. The employees were so happy about being rewarded for their extra efforts that they just kept supplying their managers with more leads. The program even helped the company spot potential salespeople within its own ranks. All in all, the program was a great success for employees, salespeople and customers.

Find out just how many successful sales leads the Strategic Incentives Lead Referral & Conversion system can generate in the banking, food services, travel, real estate and many other industries.

• • •

