



## Case Study 2: Tebra's Lead & Case Distribution makeover

### Challenges

When Tebra was born from the merger of PatientPop and Kareo, they faced a big mess with lead assignment. PatientPop's tools didn't play well with Salesforce, while Kareo had been successfully using Distribution Engine since 2013.

### Solution

Post-merger, Tebra went all-in with Distribution Engine for the entire company. This move streamlined lead assignments, fixed tool conflicts and made managing reps' time off a breeze. Now, leads and cases get sent to the right person every time, whether by speciality, territory, or case type.

### Outcomes

- 95% reduction in lead assignment errors.
- 40% faster response times, thanks to automated rep availability.
- 30% boost in conversions and quicker support case resolutions.
- Unified everything onto one awesome platform for a more efficient process.

### Key Wins

› **95%**

Reduction in lead assignment errors

› **40%**

Faster response times, thanks to automated rep availability.



**Jessica Meyers,**  
Director, Marketing  
Operations and  
Technology

**"We love Distribution Engine  
and totally recommend it!"**