



Case Study 1: How 360 Learning nailed lead routing

Challenges

360 Learning, a French tech company, hit a major snag with lead routing. Their old system, LeanData, just couldn't keep up—leads were getting lost, and it took forever to fix things. It was a total efficiency killer.

Solution

Enter Justin Norris. With his background in consulting, he knew exactly what 360 Learning needed: DE (Distribution Engine). DE's smart load balancing and flexible routing worked like a charm, making lead assignment super easy and cutting down manual work. Now, leads are routed perfectly across their global markets, whether it's round-robin or priority-based.

Outcomes

- 97%+ accuracy in lead assignments.
- Lead response times? Now under 10 minutes, every time.
- Priority leads? Conversion rates shot up by 40%.
- The team? More productive than ever.

Key Wins

› **+97%**

Accuracy in lead assignments

› **40%**

Increase in conversion rates



Justin Norris,
Director of Marketing
and BDR Operations

"DE has totally transformed how we handle lead distribution. It's fast, reliable, and keeps us ahead of the game."