



“Dealer Lead Distribution Engine”

Automating the lead Distribution.



About Praval



Wilmington | Dallas | Hyderabad



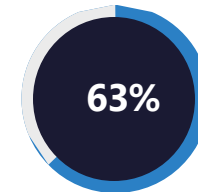
2 Times
Winner

Won award at Microsoft Ignite
Overall Best App Award



Customer Satisfaction

We don't settle for anything but the best, for our clients and for ourselves.



Certified Associates

45% have 2+ certifications

We at Praval bring a fresh perspective to problem understanding and build experience centric solutions.

Technology Partners

servicenow



ORACLE



Case study - Dealer Lead Distribution Engine

Problem Statement: We were looking to reduce lead response time from 5 days to 2 hours (~60% improvement), increase lead conversion rates by 30%, and implement intelligent lead routing for 50+ dealer territories with automated escalation management.

Solution: Delivered intelligent lead management system using Salesforce automation integrated with territory mapping, lead scoring algorithms, and SLA monitoring to enable real-time lead distribution and automated escalation workflows.

5k+
Leads /
Month

-60%

From 5
days to 2
hour's
response
time

+30%

Conversion
rate.
Lead to
opportunity

CRM
Automation

+

Lead Rating Engine

+

Experience
Cloud Site

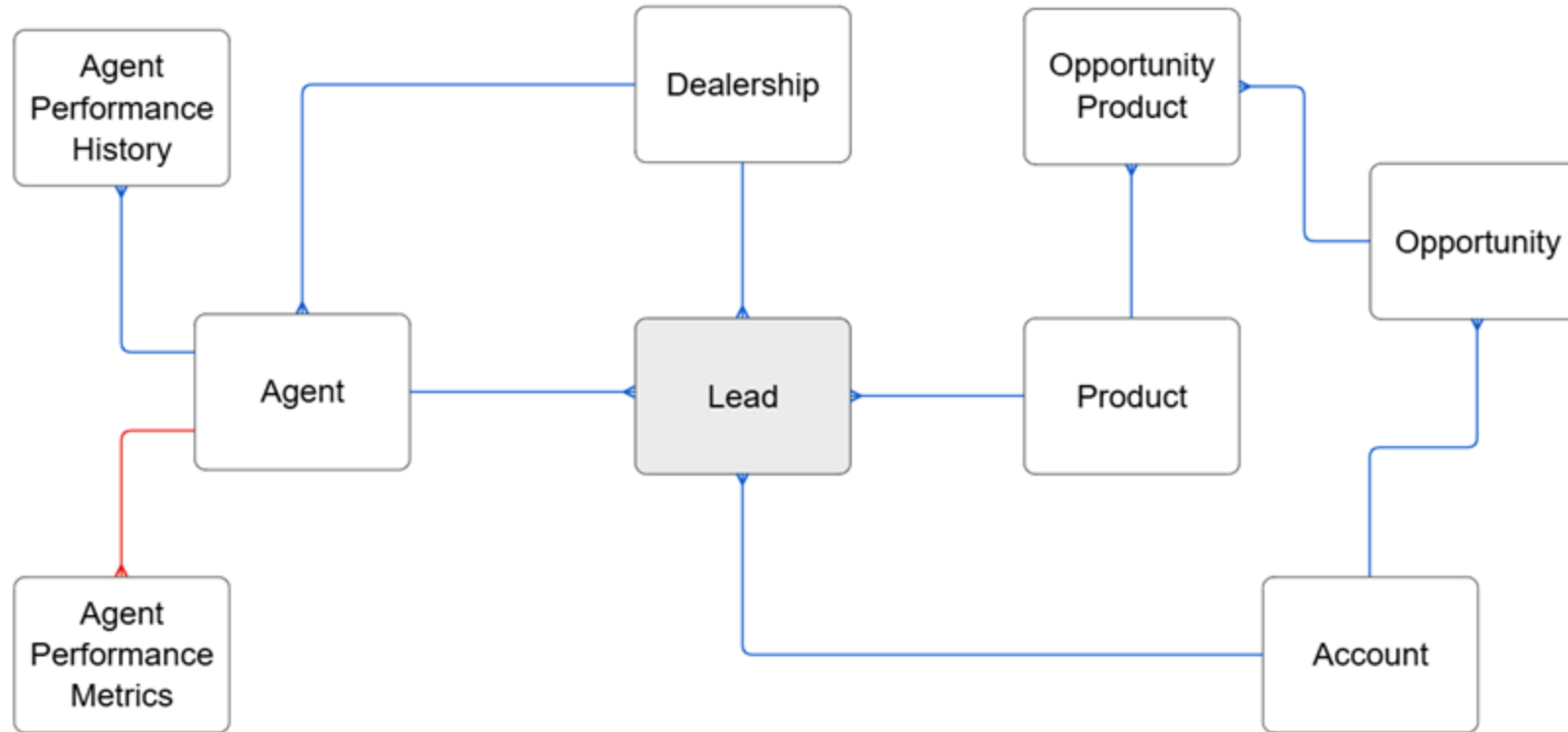
20%

50%

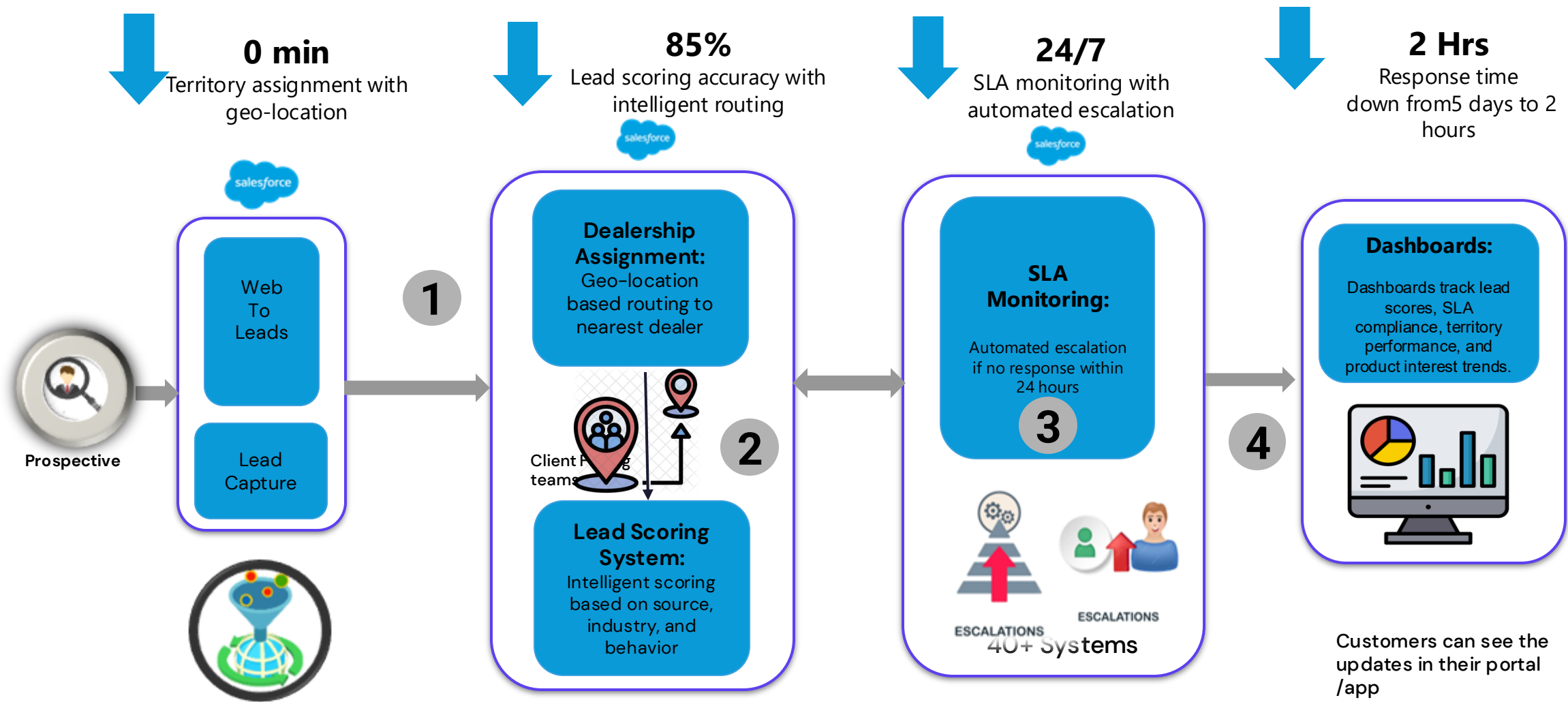
30%



Engine schema



Business Process Flow - “Seamless Solution: Cutting Address Change resolution time in half”



Result: Real-time lead distribution with intelligent routing and automated follow-up



Business Benefit

- Reduction in lead response time from 5 days to 2 hours.
- Territory assignment accuracy improvement of up to 95%
- Reduction in lead leakage by 80%
- SLA compliance improvement of up to 90%
- Streamlined lead management processes
- Enhanced dealer productivity by 35%

Out of the box

Leveraging Salesforce automation for intelligent lead routing eliminating manual assignment and reducing response delays by up to 60%.

Integrate automated escalation workflows with email notifications and seamlessly managing follow-up tasks resulting in a reduction in missed opportunities by up to 75%.

Enhanced system visibility with dashboards and real-time analytics based on lead performance, leading to data-driven decisions and improved ROI by up to 40%.

Praval value add

Efficient lead processing using Territory Management and Lead Assignment Logics, resulting in up to 40% faster dealer engagement and improved customer satisfaction.

Efficient integration with Lead Scoring algorithms resulting in a 30% increase in qualified leads and improved sales productivity.

Seamless integration between web forms and CRM system through automated workflows with real-time data synchronization and eliminating manual data entry by up to 90%.



DEMO

Our Customers





Thank you!



sds

