Tip Sheet

RingLead

Lead Routing 101

What is Lead Routing?

Simply put, lead routing is the process of matching new leads with the correct person or channel at an organization to take appropriate action.

Developing your lead assignment model can be quite complex when it involves a CRM, marketing automation system, convoluted flowcharts, and a multitude of routing rules. In fact, it is precisely this complexity that makes lead routing, a seemingly straightforward concept, into a process that requires dedicated time and thought.

Organizations need a process that reliably and accurately routes records to an appropriate owner in a timely fashion. However, routing rules and potential owners can change frequently as organizations adapt to changing personnel, account structures, and even fluctuating market conditions.

With a flexible lead routing process in place that takes into account each type of data and changing conditions, you can rest assured that the demand your organization generates can be acted upon most effectively.

What are the components of Lead Routing?

Explicit Data

Explicit data is data that exists or can be derived from only incoming lead records. This umbrella term entails all of the information and attributes on an incoming lead that had been given prior to any data processes or manual record appending. For example, an area code or an email addresses are explicit data as they both come from the initial input of lead information.

Implicit Data

Implicit data differs from explicit as it represents data that can be inferred, whether from data enrichment services or manual research, from the explicit data mentioned above.

Input from the initial lead may contain a phone number, and then from the phone number's area code you may be able to infer geolocation data from the lead(i.e if the country code in a phone number is +44, you can surmise the lead is from the United Kingdom). You did not explicitly receive this information, but through implicit data, you can properly route it to whomever handles leads from the United Kingdom. The value of implicit data comes from the insights you are able to extract before taking action on new leads.

Proprietary Data

Proprietary data is information taken from your own CRM and marketing automation system that help with the lead routing process. For example, a lead may already exist in your system; however, no action had been taken on it because it previously lacked information like an email address or phone number.

This data must be leveraged for every incoming lead to handle leads at existing accounts or open opportunities, both of which are critically important for conversion rates and campaign attribution.

Segmentation

What makes one lead different from the other? Location, size of company, number of employees, and industry are all factors that can determine where that lead gets routed. In addition, contact data such as job title (CEO, EVP, VP, Director, etc) and job tenure each factor into where a lead ultimately lands.

Leads that are segmented correctly often have the data points necessary for proper lead routing, ultimately getting the lead into the right hands to take action.

Rules

Advanced systems rely on a variety of customizable conditional rules, often based on territory (geography), industry, potential deal size, or other case-specific factors. These rules manifest in the form of (often highly complex) flowcharts to portray the exact conditions by which the lead gets assigned to specific channels.

Many organizations also specify how leads are assigned to users or queues based on source i.e. different rules apply when a lead is created manually, captured from the web, or imported from a list.

All of the gathered information including implicit, explicit and proprietary data, as well as how that data is segmented, represent the roadmap for the rules. Rules are flexible and can construct just about anything you can imagine that is within the realm of your CRM or Marketing Automation System's capabilities.

Action

What is action as it relates to lead routing? It can be as simple as routing the lead with all the segmented information into a task for a sales rep to follow up on. But overall, action simply refers to how your automated processes execute the aforementioned rules on incoming leads.

Based on the rules, the action may be starting an entire chain of events that include call, email, social and drip campaigns. Or perhaps the action is simply a member of the sales team contacting the lead directly.