Major UK Lead Gen Company

Providing effective solutions to your consumer data problems

One of the UK's major lead generation companies. Their lead procurement programs run across all channels with the leads generated used by many of the UK's leading B2C companies and agencies.

The Challenge

- Leads returned with complaints along with requests for recompense. Some were due a refund but others were companies just 'trying their luck'.

- The process of ascertaining 'authenticity' of any complaints was laborious, involving personnel who were needed on other tasks.

- A fully automated system that could accurately and reliably score leads returned, as to whether they were due a credit or not was needed.

- System had to be easy to learn and include a function to allow scoring algorithms to be tweaked by the user based on various criteria.

Our Solution

- A comprehensive database built that comprised details of all leads supplied in the previous 12 months along with the last 3 months of returned leads.

- A web based user interface developed that allowed scoring algorithms to be altered within a predefined set of rules.

- The fully automated system linked to the accounts department database with credit notes automatically generated.

The Result

- Bogus requests for credits immediately identified and rejected saving money that might otherwise have been have been paid unnecessarily.

- Valid requests for credits processed without delay and client's issued credit notes ensuring high levels of client satisfaction and repeat business.

- The systems algorithms are constantly being automatically refined based on feeds of new data.