LOCATION BASED SMART LEAD MANAGEMENT SYSTEM

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Abstract: The goal of every business is to win over devoted clients and drive the business toward profitability. We need to develop a system that makes it easier to identify qualified leads in order to procure/attain qualified leads, which is necessary for building a loyal client base. Customer satisfaction and efficient lead selection are critical components of lead management. The Lead Management system popularly used in the field of marketing and sales. Lead management is the process of collecting leads, tracking their activities at all points of contact, such as chat, email, and websites, qualifying them, and maintaining their interest until they purchase your product. New leads are remotely retrieved from database by the system, which then assigns each lead to a sales representative based on resources and performance as well as factors like the service's nature and geographic location. Each lead's progress is monitored until the service is fully rendered, and the database is updated as necessary. While adding the clients a two-step verification is done namely Location based and the other one is by using CIMP methodology. By doing this the conversion rate of the leads will be increased and the fake profiles are reduced. Sales Managers can monitor the operation of the lead management system, the sales representatives, and the leads assigned to them via a system manager interface.

Keywords— Geo Locator, Location, Lead Management, Client Generation, CIMP Methodology

1. INTRODUCTION

A strategy and accompanying set of tools known as lead management assist in directing leads from their initial contact with the business through the point of purchase and beyond. Most purchases are made gradually and only following thorough research. Most purchases are made gradually and only following thorough research. Leads are unqualified connections having potential for trade value.
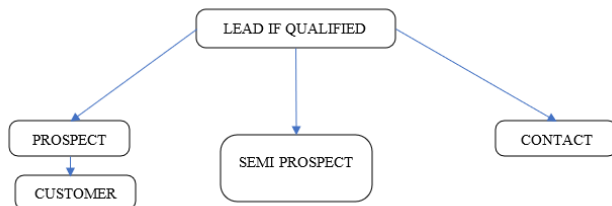

Figure 1 Leads Classification

In the above figure 1 the leads are classified as Prospect, Semi prospect and Contact. The leads who ask about the quotations and details of the product and buys the product or software is said to be prospect. The leads who just ask only the quotations but does not buy the product is said to be Semi Prospect.

Any individual who expresses interest in a business's goods or services in any manner, shape, or form is considered a lead. The sales representatives may now monitor their actions on the mobile app itself thanks to this software. Aside from that, sales personnel may arrange email communications with their contacts and request reminders and notifications about follow-ups and meetings. With this, they can be confident that they will never miss out on a potentially possible prospect. This feature may be used to follow the sales team via GPS or another method. With the help of this system, evaluating the sales team's productivity is simple. It is critical to plan the

actions of leads to convert them into sales. This system automates the scheduling of follow-up calls and visits. With this lead management software, you may generate activity updates and evaluate automatic sales reports. Thus, every task requires the expertise of a different department specialist. The lead management software simplifies the task of allocating leads to the appropriate individual according to the lead's location

II.   RELATED WORKS

Salesforce Cloud, cloud supports sales, marketing, and customer support. It will gather all the information about the customers. It will send email automatically till the leads reply to them and it will track the lead's source. It will remind the leads if they become inactive. The leads will be managed from the inbox with the email.

HubSpot CRM, will automate the manual tasks being performed such as data entry and sync and updating of the data. It is easy to use and perform. It will maintain all the contact records to access it and for the references.

Pipeline CRM, initially it will track the progress of the leads. It will be useful when large number of leads perform in it. Through this it is easy to identify what are expectations of the customers.

Fresh works CRM, enable divided Teams to collaborate more effectively and fully comprehend the needs of their clients, Freshworks rein-vented the CRM. In summary, a CRM aids firms in fostering lifelong client relationships. It avoids juggling numerous tools, siloed data, separate teams, and undoubtedly angry consumers. It is a customer relationship management system powered by artificial intelligence (AI) that combines the strength of chat, phone, and marketing automation into one solution.

Pipe Drive helps you move through each stage. depending on the products and the prices of those products there are probably several steps in between. We can see all the active deals. we can rearrange the order of the sales funnel, customize important notifications and warning.it can convert multiple currencies.

GPS control is not available in the listed software. If the employee adding the leads is inactive, there will be a loss in the number of leads that are converted into customers. To address this, we have taken the employee's latitude and longitude when adding leads. So, it will minimize spurious registrations.

III.   PROPOSED METHODOLOGY

Lead management is a process of converting the leads to customers. Initially the device id of the client will be collected and stored in the database. Then the data is fetched from the database for corresponding device id. After fetching the data, it will ask to register and get the password and verify the password. If the password gets matched it will allow to the dashboard. After that the leads will be added and verified. It will get the location of the leads at the time of adding them and stored. After that the leads will be called in a meeting place for discussing. Then it will verify whether the location of the lead and meeting place location of the lead are same. By using the CIMP methodology it will verify whether the individuals are lead or not. If both the location and verification of leads are matched the leads will be verified and nurture them with their interested software. If not, the leads will not be verified and remove the leads from the database.
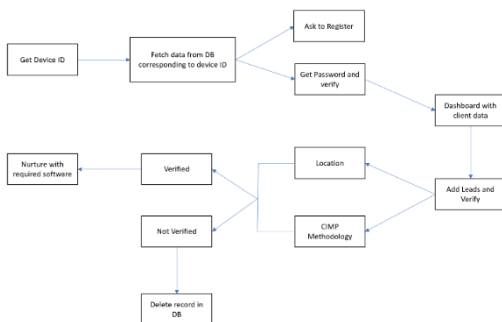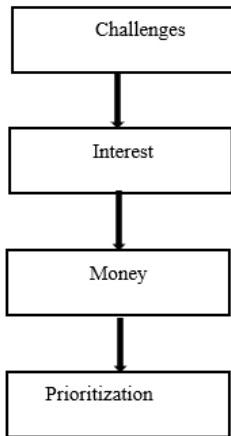

Figure 2 Proposed System Block-Diagram

Figure 3 CIMP Methodology Block-Diagram

CHALLENGES

Challenges is the one that every salesperson possess. The sales representatives will assist the prospects and understand their difficulties with the help of this framework. Once the challenge is identified the opportunity is produced. At this stage the queries that are to be considered such as the difficulties, looking for a solution and so on.

INTEREST

The sales process will either succeed or fail based on the prospects' interests. Without implementing the solution, the sales can be strengthened by describing the potential consequences. The product that is produced should be checked with other companies producing the same product and it should explain in what way the product is unique when compared to others.

MONEY

Money is a sensitive subject in sales. sales representatives use the CIMP methodology for helping the prospects for purchasing patterns. salespeople clear the prospects issues by this method. It gives examples for giving response for the potential customer. Sales representatives finds the available budget during the money stage.

PRIORITY

Prioritization covers the timeline. it focuses on additional priorities that company holding. There should be awareness while moving a prospect to sales process. it helps to how to provide your solution.

VERIFICATION OF LEADS

The location will be noted at the time of adding the leads. A meet up place will be given to the leads, at the time of meeting the leads the location will be noted. Then it will verify both the locations are same. The second stage of verification will be done by CIMP methodology.

IV.   ALGORITHMS

ALGORITHM - LEAD MANAGEMENT WITH CIMP
METHODOLOGY
Step 1: Get the device ID of the Lead.

Step 2: Fetch the data from the database for the corresponding device id.

Step 3: Verify the user by respective password in employee database.

Step 4: New leads will be verified using 2 methods namely Location and by using CIMP methodology.

Step 5: Verified leads satisfies both methods and start nurturing the leads with the interested software.

Step 6: If not the leads will not be verified and the leads will be removed from the database.

V. RESULTS AND DISCUSSION

Figure 4 Splash Screen

Figure 6 Device Details

The above figure 4 displays a Splash screens (also known as start screens) provide a basic initial experience while the mobile app loaded

The above figure 6 describes the Device details of the clients. It will detect the device id of the client.
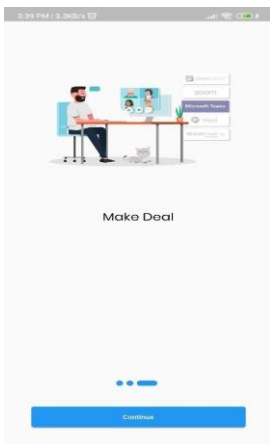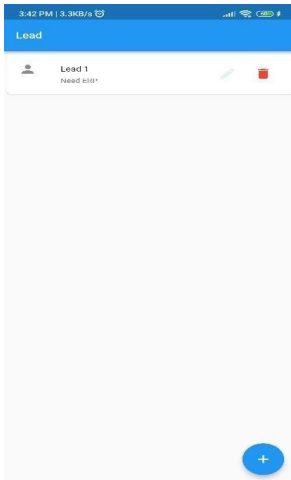

Figure 5 Onboarding Screen

Figure 7 Login Page

The above figure 5 describes a onboarding plugin. It implements this widget anywhere in the app, by managing its top-level state to show the widget to users at the appropriate time.

The above figure 7 shows the login page. The employee can enter their employee id and password to get login into the page.

The above figure 8 shows the home page and it displays all the leads.
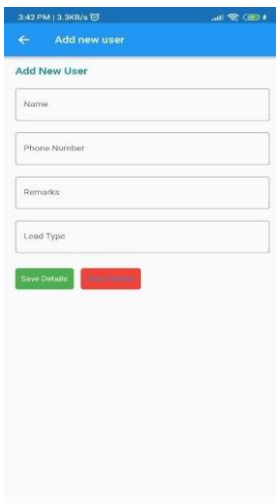
The above figure 9 shows the add lead page. In this page the leads will be added

Figure 10 Edit Leads

The above figure 10 shows the edit lead page. In this page the details of the leads can be edited.
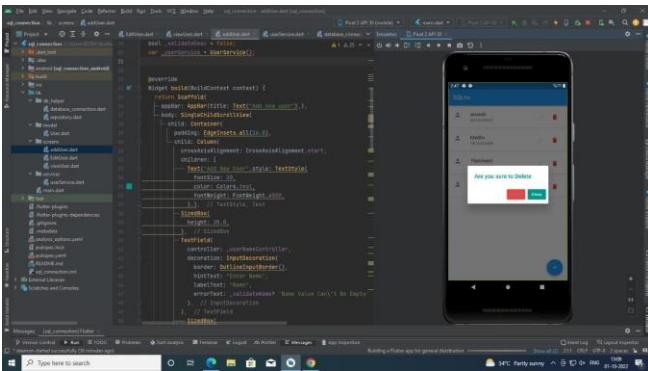

Figure 11 Delete Leads

The above figure 11 shows the delete lead page. In this page the details of the leads can be deleted.
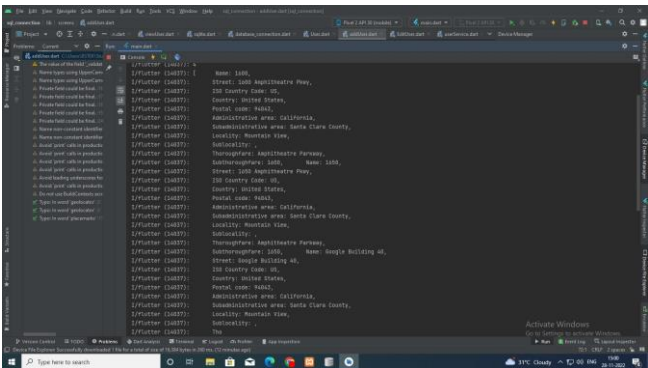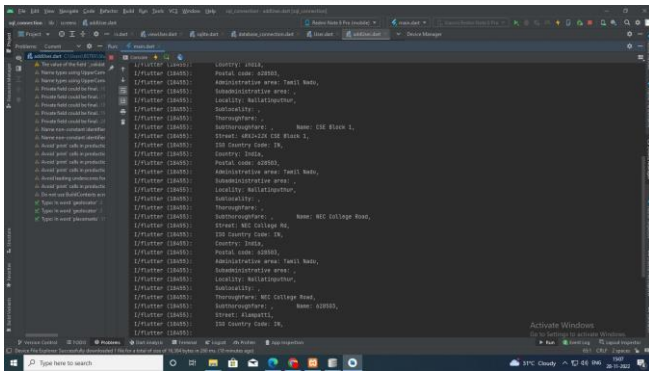

Figure 12 Location Details

Figure 13 Location Details

The above figure 12 and figure 13 shows the location of the leads while they login to the application.

VII. CONCLUSION

In our application we used Geo Locator to reduce the fake profiles. This system includes technologies that create geographic marketing campaigns. The system takes information based on a customer's physical location and sometimes integrates it with popular location – based GPS application. It can be used for networking or contact management as well to help increase sales based on location.

VIII. ACKNOWLEDGEMENT

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