Opportunity Management

Close more deals with opportunity management

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leadsquared

Agenda

1. **Overview**
   Brief product overview about opportunity management module in LeadSquared

2. **Problems Solved**
   Highlights the key problems which are solved with the introduction of opportunities

3. **Product Specification**
   Introduction to power packed features of opportunity management

4. **Customer Pipeline**
   Glimpses of our customer pipeline as on today from different industries

5. **Use cases pertaining to different industries**
   List of use cases opportunities cater to. Most frequent asks by our existing customers from a long, long time

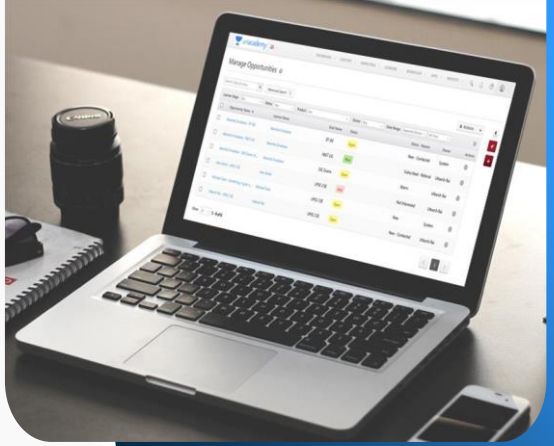
6. **Implementation Details**
   Overview on opportunity setup with features like duplicate detection, smart views, automations, so on.

7. **Roadmap for JAS**
   Apart from initial fire fighting to make product a success, a brief overview on the roadmap for this quarter.

8. **FAQs**
   List of questions asked over the period of time when opportunities was getting developed and now as well

Overview

Opportunity Management



Opportunity management in LeadSquared helps in capturing and tracking all opportunities easily and efficiently in a systematic way without any work around. Not only that, it also helps in segregating these opportunities into various types / pipelines.

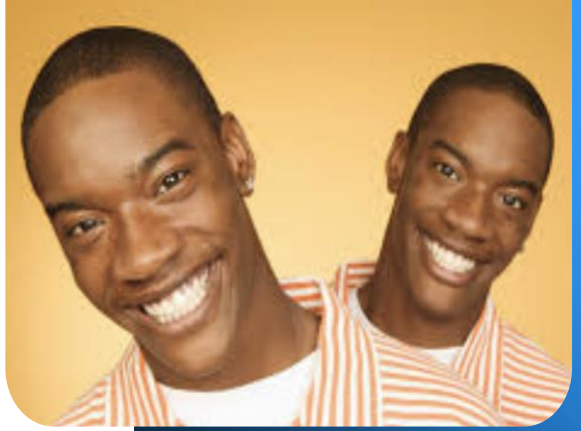
Pipelines / Types

Each opportunity type represents a separate pipeline, where admins are allowed to configure different

- Opportunity fields
- Opportunity Form
- Stages
- Duplicate Detection Rules, Vcard Customization, Smart Views, Automation, etc.

In short, every opportunity type can be all together a different entity when compared with any other opportunity type

Duplicate Leads Problem



What was it?

Same contact is interested in different products from the same company. For example:

- Same student wants to enrol for 3 different courses from the same institution
- Same student wants to enquire with 3 different campuses of the same university for the same course
- Same contact wants to buy Car Insurance, Bike Insurance & Term Insurance all from same insurance provider

Implementation Solutions Before Opportunities

2 ways to implement above scenarios in LSQ:

- Add each of the enquiry for different product as an activity against the contact
- Remove uniqueness from phone & email fields & create new contact with each request. Later using automation if exists card, check if similar enquiry exists, if yes then merge it

Both the approaches just act as a workaround and are definitely not scalable solution as the customer grows in LeadSquared.

Duplicate Leads Problem

Acko General Insurance - Same contact wanting different types of insurances

#1 Car Comprehensive Insurance

Raj has purchased a brand-new Honda City and is looking to buy comprehensive insurance for it

Raj Sharma

#3 OLA Insurance

He also wants to insurance all OLA rides taken by him and his family members

#2 Car Third Party Insurance

Polo was his previous car, which he has now given to his wife and is looking for just 3rd party insurance

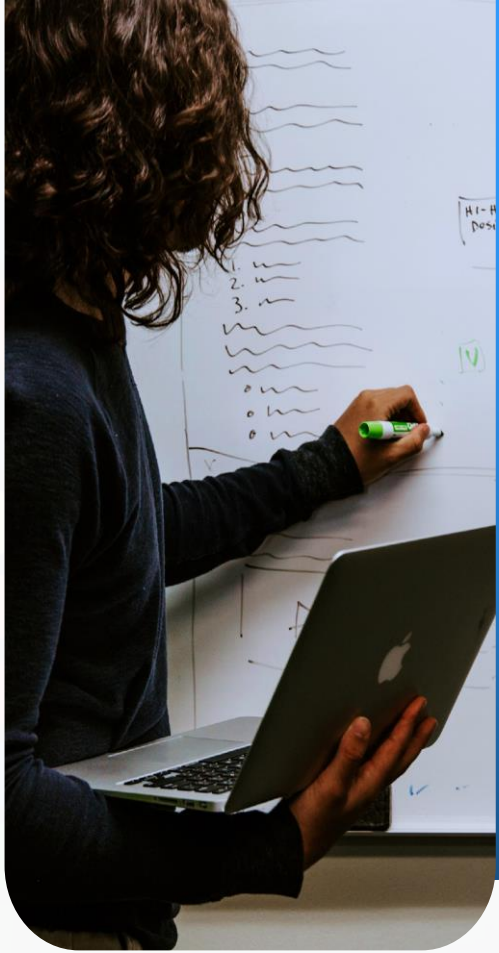
#4 Bike Insurance

Raj also owns Bajaj Passion Pro bike and renews its insurance every year

Problems solved by

Opportunity Management

- Solves the problem of **duplicate contacts / opportunities**
- Provides an ability for **multiple sales reps to work on the same contact for different opportunities simultaneously**
- Helps in managing **multiple pipelines** using different opportunity types (different sales processes)
- Define **separate sales process for each pipeline**



Problems solved by

Opportunity Management

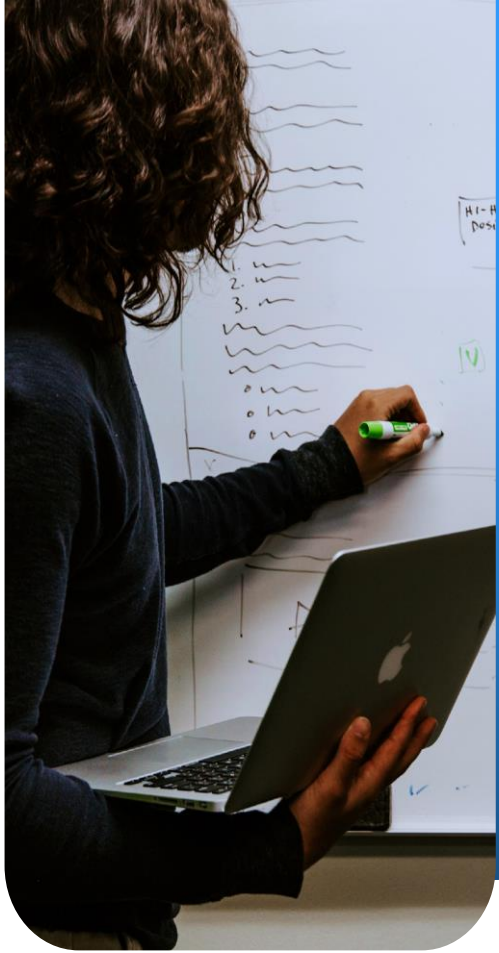
Easy of implementation without any workarounds

Ability to **map multiple sales processes in single tenants** with help of opportunity types and their stages

Contact accessibility based on product lines

Single place of reference for:

- consolidated list of activities & tasks for a particular contact
- Closed & ongoing opportunities with the same contact



Product Specifications

1 of 2

Pipelines / Product Based Sales Process

Opportunity types provides the ability to map multiple pipelines for various products / territories in a single tenant, with different stages and separate sales process for each.

Opportunity Distribution

Easily assign opportunities to the right sales rep or team in a round robin manner based on your criteria

Opportunity Capture

Opportunities have all integrations required to support capture from any source

Agent Popup

Dynamic forms configured for opportunities can be used in agent popup. Followed by strong processes setup for upsell / cross.

Duplicate Detection

The secret sauce of the opportunity management in LeadSquarerd. Helps you setup N dedup rules for any of the pipeline

Activities, Tasks & Notes

Activities, tasks & notes are no more tightly coupled with lead. Opportunities have their own activities, tasks & notes.

Product Specifications

2 of 2

Import / Export Opportunities

Import and export functionalities for opportunities is supported from day one.

Forms & Processes

Dynamic forms now support Contact, Opportunities, Activities & Tasks all in a single form. Along with various new workareas of opportunities.

Smart Views

Smart views now has a new tab type as “Opportunity”. Also activities & tasks tabs show all activities & tasks associated with opportunities as well.

Permissions & Accesses

Keeping existing permissions intact. New enhancements have been made in default access & permission templates to accommodate opportunity use cases.

Sales Automation

New triggers and actions have been introduced in automation to automate a streamlined sales process for each opportunity pipeline

Portal

Portals have been extended for opportunity entity as well with the help of dynamic forms

Customer Pipeline

Opportunity Management

- iZenBridge
- Laurus College
- Kenneth Shuler School of Cosmetology
- Crave Beauty Academy
- **+ 4 more**

- ABSLI
- PAYTM Insurance
- TVS Credit
- HDFC Life
- AIA
- **+ 13 more**

- 4chaki
- Prione
- Hoffman
- Symphony Ltd
- **+ many more**

Use Cases

Industry: Education

Multiple Opportunities by Same Student

- Same student enquiries for multiple courses with same institution and hence each of the enquiry should be a treated as new opportunity
- Same student shows interest in multiple campuses for same course with 1 institution. Again each of the enquiry is a new opportunity
- Parent wants their both children to be admitted with the same intuition in different classes. For intuition both admissions are separate opportunities

- iZenBridge
- Vedantu
- upGrad
- Toppr
- Amity University
- Asher College
- Podar School
- Unacademy
- **+ many more**

Upsell / Cross Sell Opportunities

- Based on the courses enrolled by the learner, & time spent on these courses upsell & renewal opportunities are generated
- Call center rep can pitch for other relevant courses or a package containing multiple courses at a discount rate to the prospect
- Call center rep should be able to view all closed / on-going opportunities through agent popup, to assist the prospect quickly (inbound call scenario)

Use Cases

Industry: Finance

Multiple Opportunities by Same Contact

- Same prospect can go for multiple loans from same bank for different needs like:
  - Personal Loan, Professional Loan & Business Loan

- Same prospect can go for different insurance types from same organization like:
  - Car Insurance, Bike Insurance & Ola Insurance

Upsell / Cross Sell Opportunities

- Pitch for other products over inbound / outbound calls
  - Personal Loan, Professional Loan & Business Loan
- System generates opportunities based on upsell / renewal activities (V2 APIs integration with customer's internal system) posted on contact / opportunity level

- Poonawalla Finance
- Paytm Insurance
- ABSLI
- Bharti AXA
- Moneywise
- Acko General Insurance
- Bank On Us
- **+ many more**

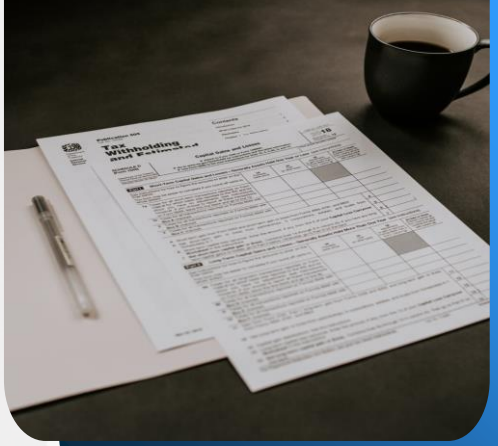
Use Cases

Industry: All (having multiple products)

- Each opportunity type having its own life cycle with different field-sets, forms, stages, sales process and team
- Opportunities to be assigned to sales rep from appropriate vertical / team like renewal team, upsell team, inbound calling team, etc.
- Activities, Tasks & Notes to be associated with the opportunities directly
    - As the entire sales is getting driven on opportunities
- Teams to work on list of tasks associated with opportunities instead of contacts
- Automatically create task
    - Based on new opportunity
    - Based on activity done on opportunity
    - Based on the task mark completed, so on.

Use Cases

Industry: All (having multiple products)



Forms & Processes

- Dynamic forms to easily create contact, opportunity, activity & task using a single form
- Define associations of Activity/Task to Contact /Opportunity.
    - E.g.: CIBIL Score Activity can be linked to the Contact or to a Loan Opportunity based on the tenant process
- Rules Engine, File Uploads, Payments, Multi Step Forms and other features of Forms have been updated for Opportunity use cases
    - Payments can now be mapped to the Contact or an Opportunity

Portals

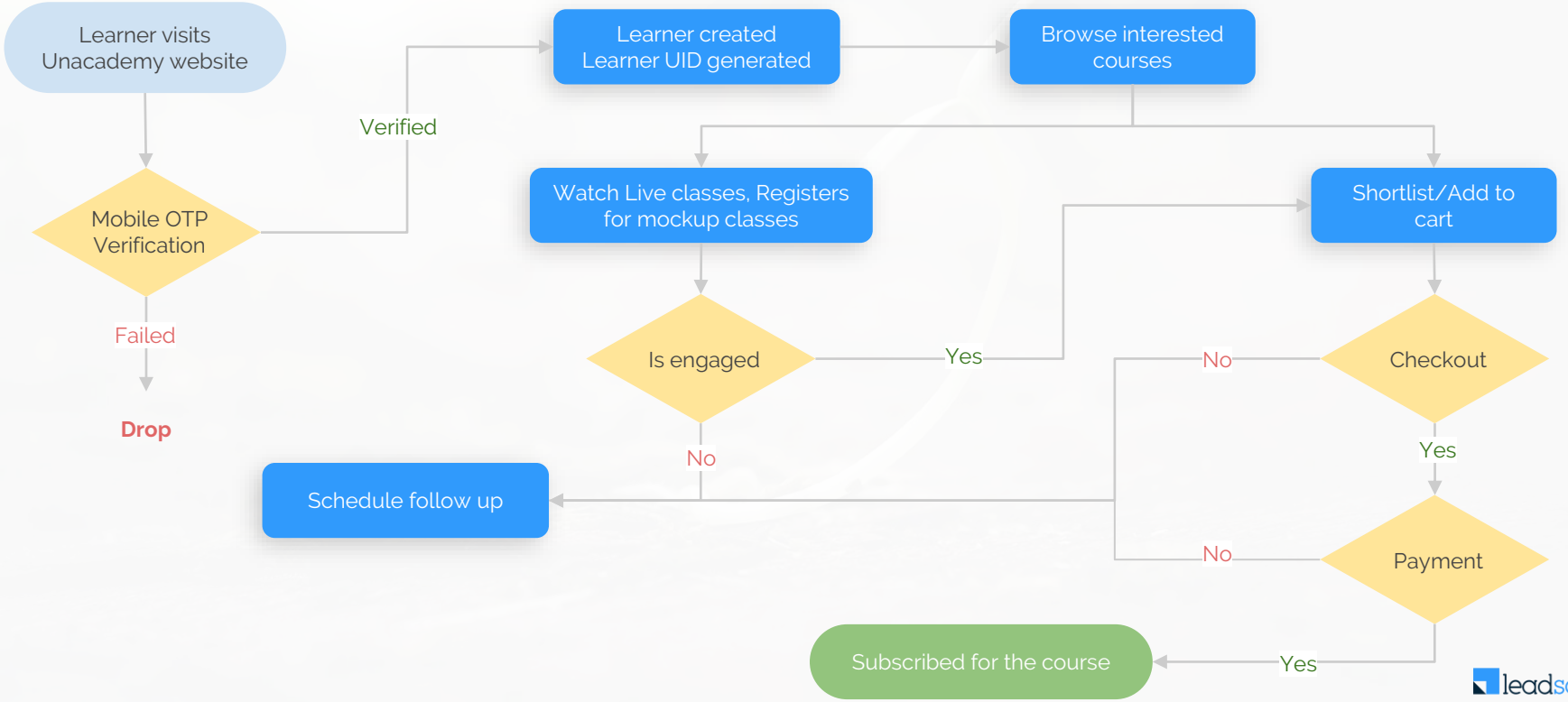
- Different Loan types (Personal, Professional, Business) can have different workflows for same contact
- Show different Forms based on contact preference using Process while creating Opportunity
- Forms in Landing Pages support Opportunities.
    - Create information rich opportunities from contacts directly
    - Update existing opportunities with context based on contact actions, like after successful document upload or payment made

Unacademy

Mock-up implementation using Opportunity Management

Unacademy

Sales Process - Happy flow for single enquiry



LSQ - Opportunity Lifecycle

Overview

How are opportunities created:

- Unacademy's sync job
- Job runs each 1 hr
- Contacts created
- Opportunities created
- Using V2 APIs.

Opportunity activities

- Actions done by student are added on opportunities
- Again using V2 APIs

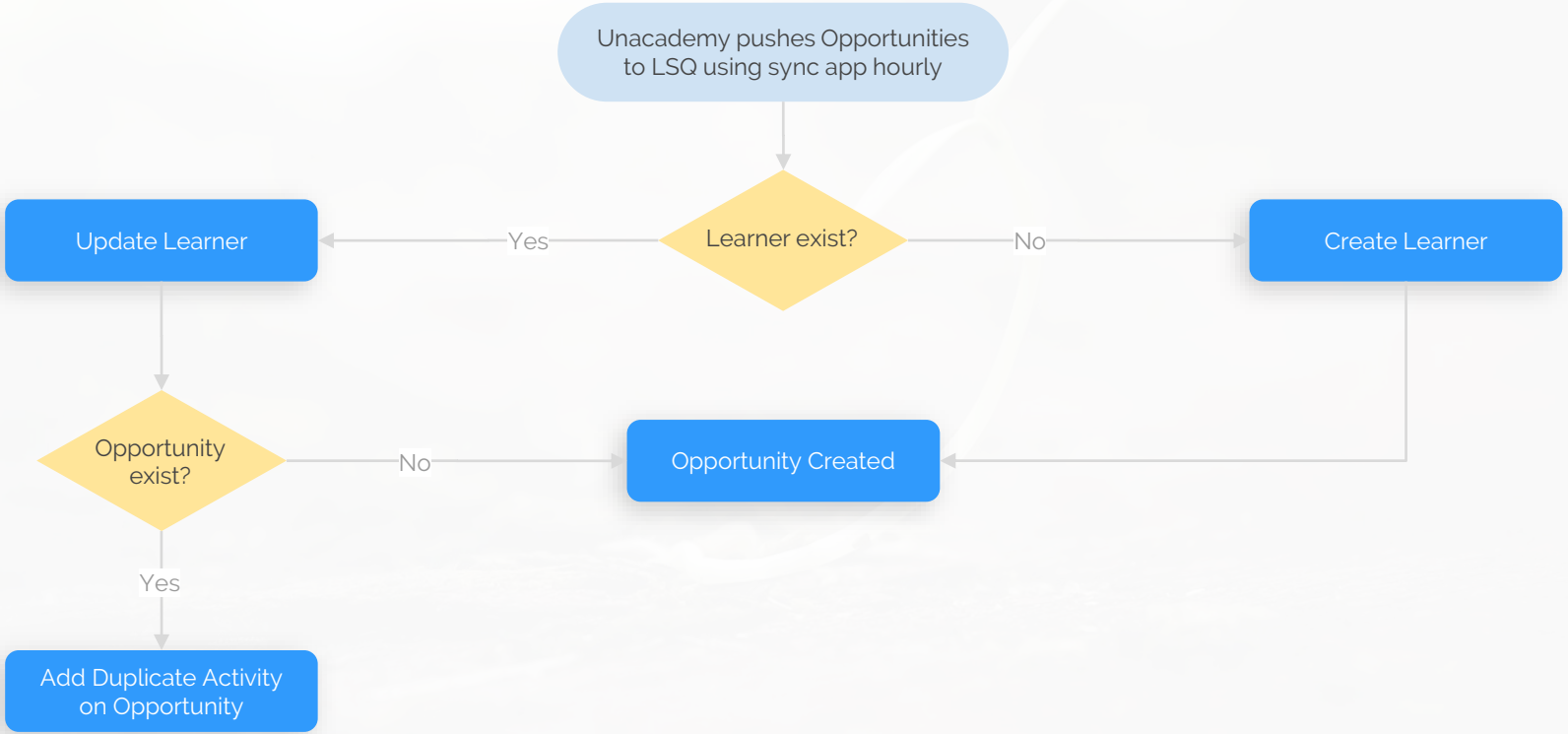
Sales Reps & LSQ

- Tasks are created for reps using automations
- Mostly on the basis on activities added

Opportunity Creation | **Adding Activity** | **Sales Rep**

LSQ - Opportunity Lifecycle

Step 1: Opportunity Creation

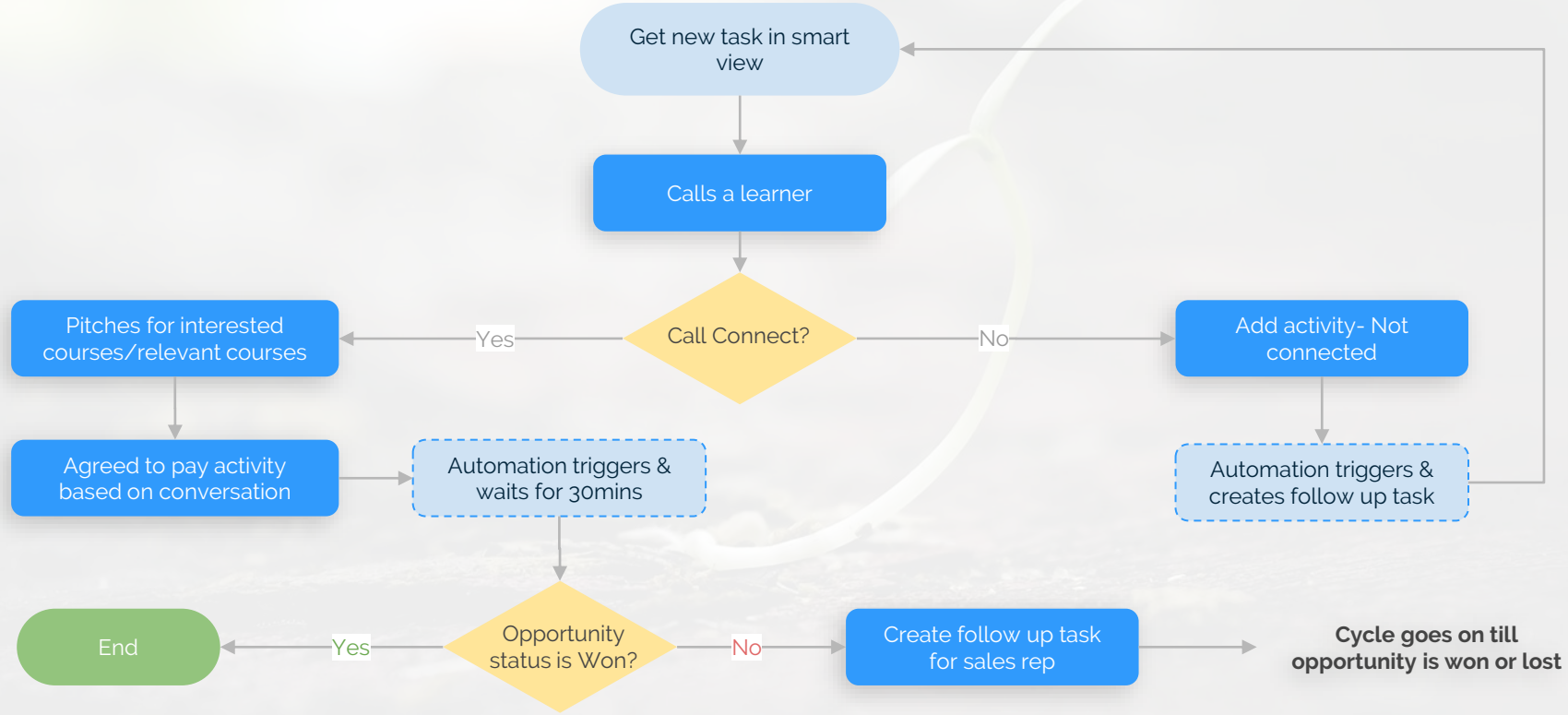


LSQ - Opportunity Lifecycle

Step 2: Adding Activity (Payment statuses & abandon cart) to Opportunity

LSQ - Opportunity lifecycle

Step 3: Sales Rep Follow Up Flow



Implementation Details

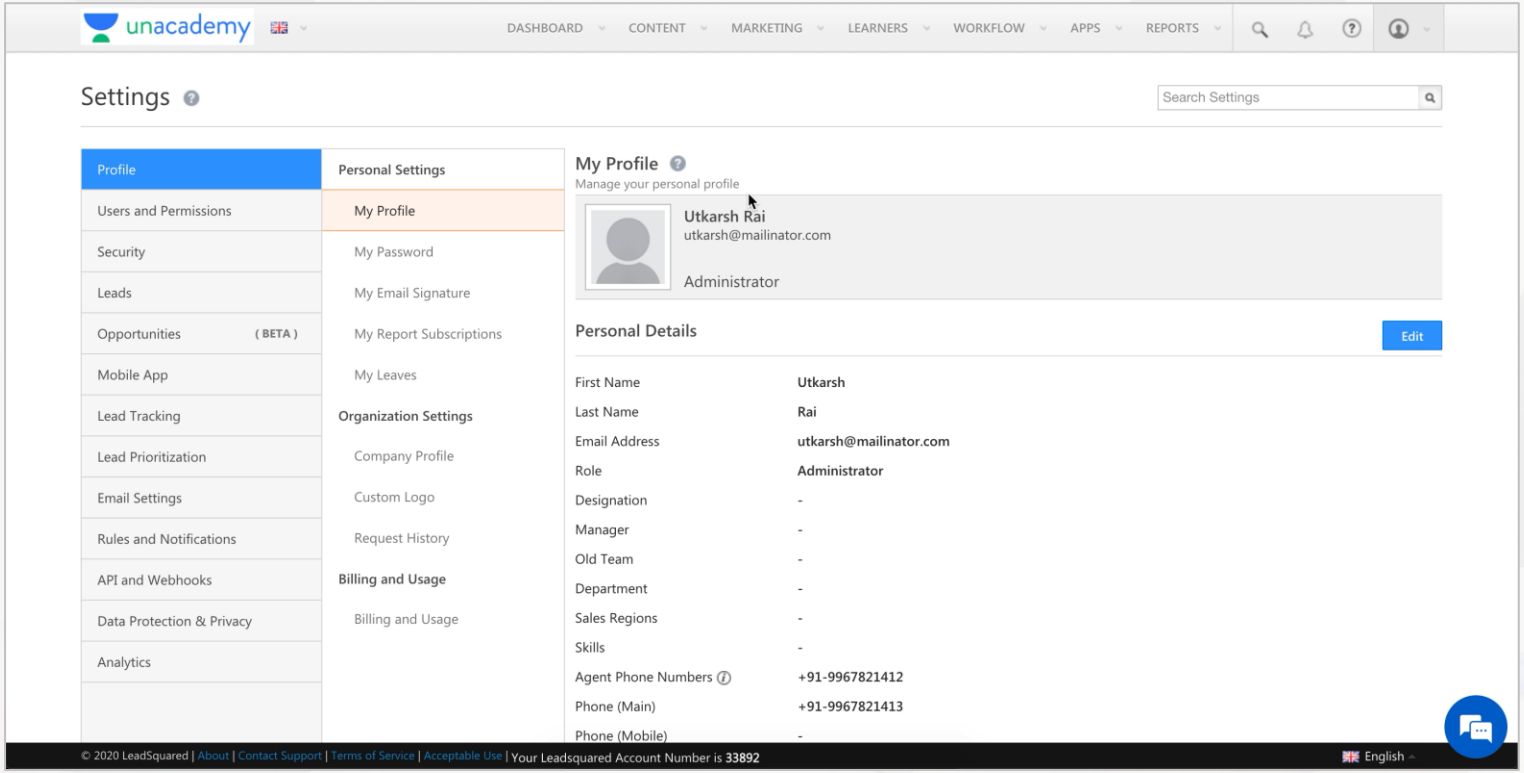
Details on how setup & work with opportunities

Opportunity Setup

How admins can configure opportunities in their accounts

Opportunity Setup in LSQ

Opportunity Type Configurations



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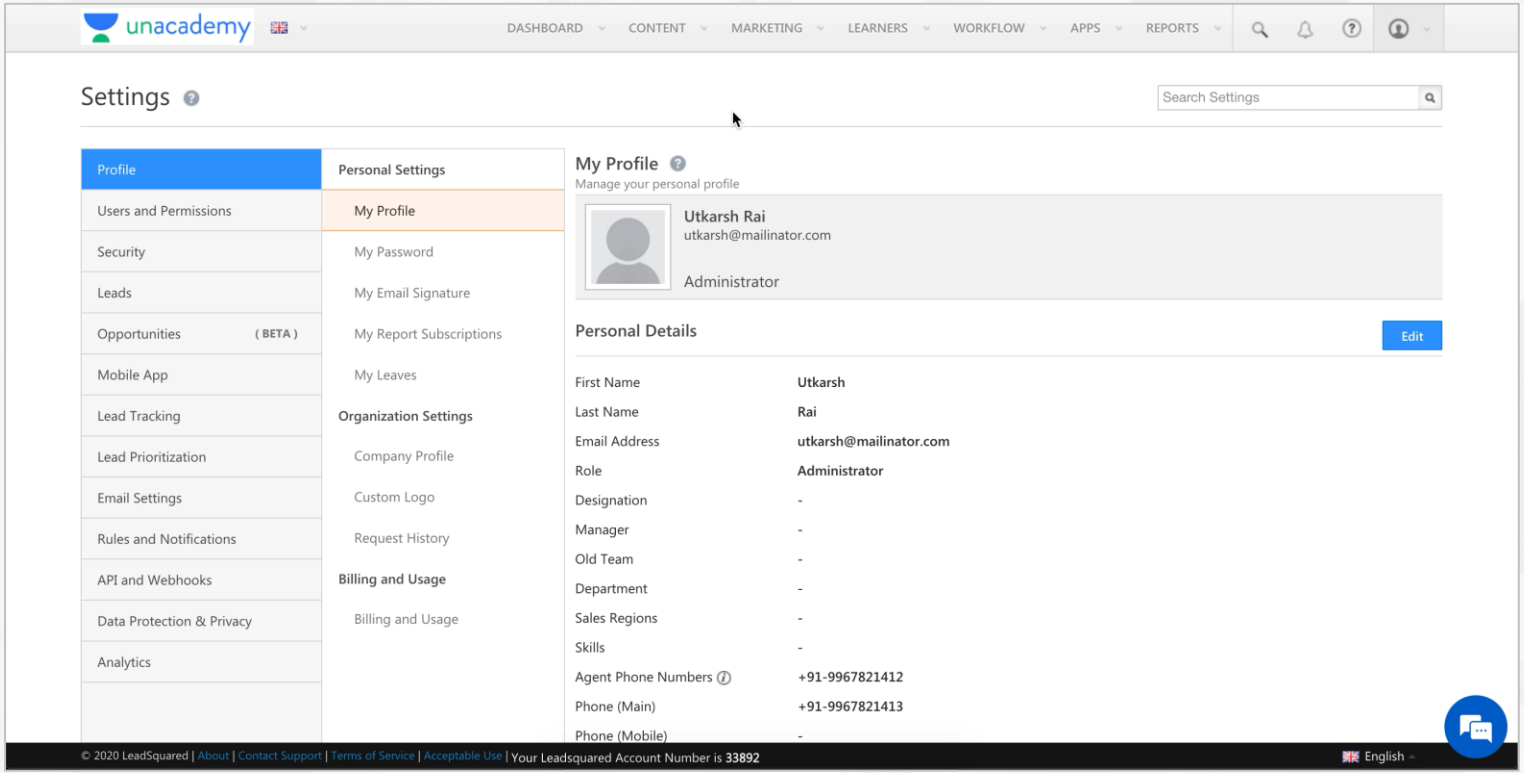
Opportunity Setup in LSQ

Duplicate Detection Rules



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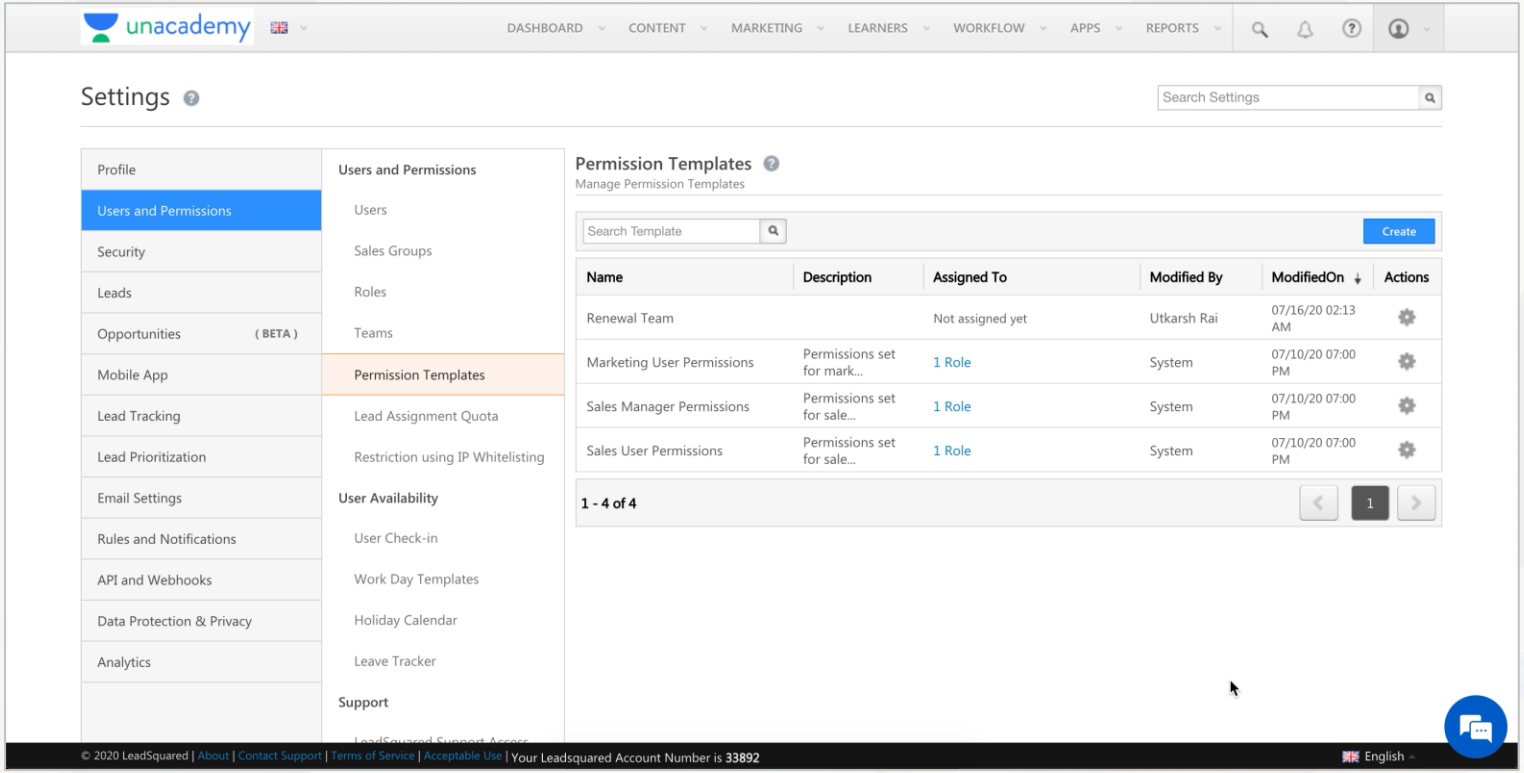
Opportunity Setup in LSQ

Permission Templates



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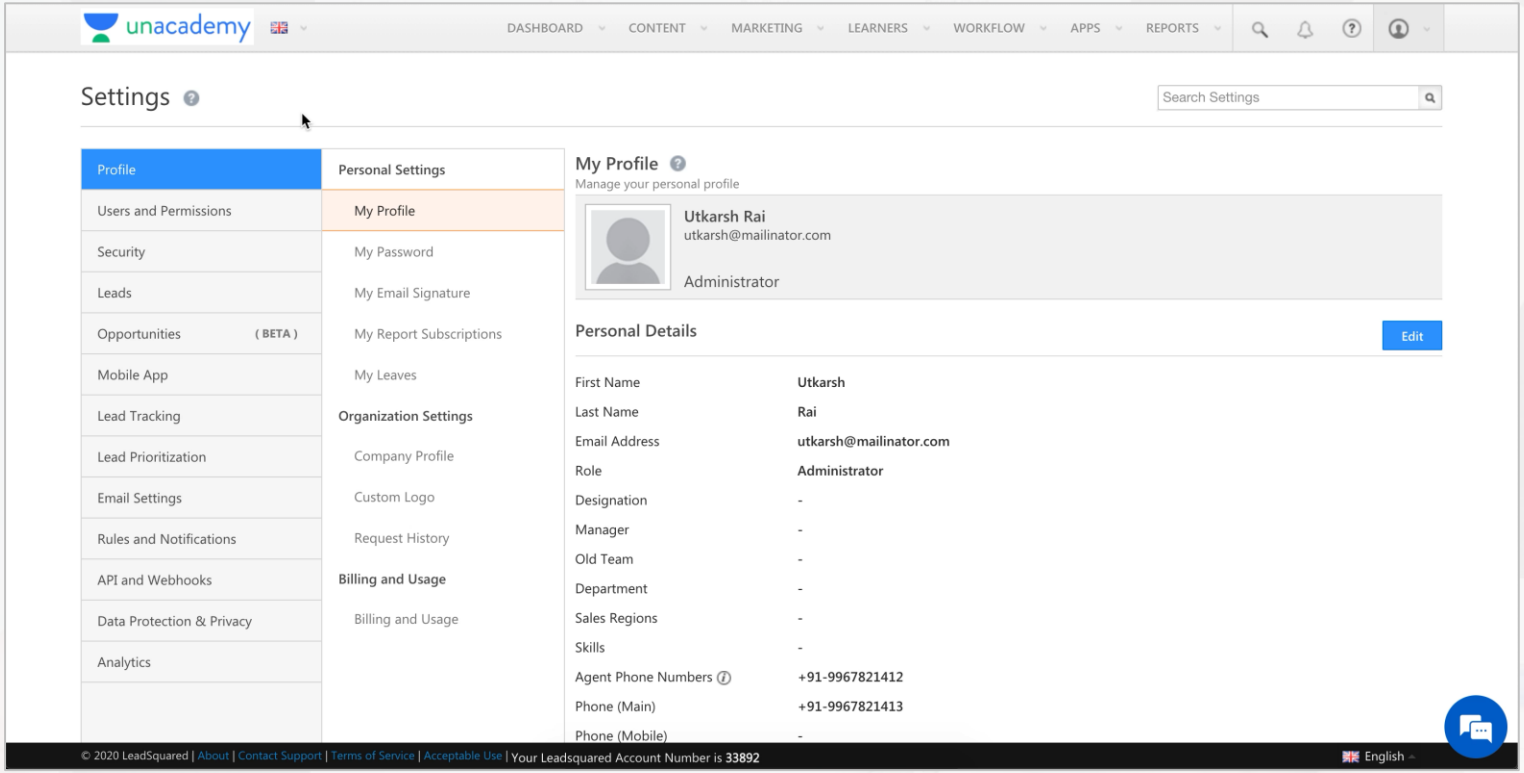
Opportunity Setup in LSQ

Smart Views



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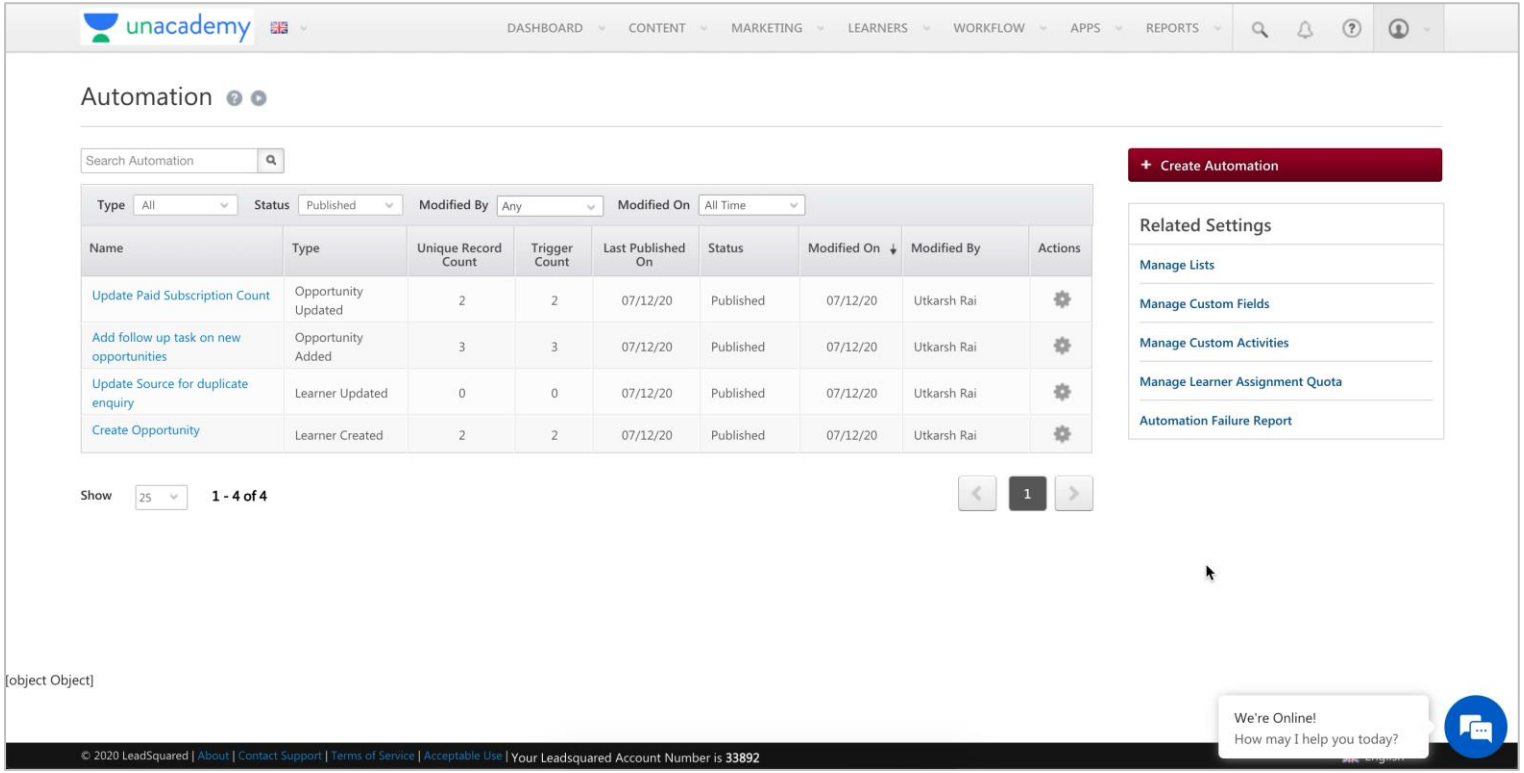
Opportunity Setup in LSQ

Automations



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Opportunity Setup in LSQ

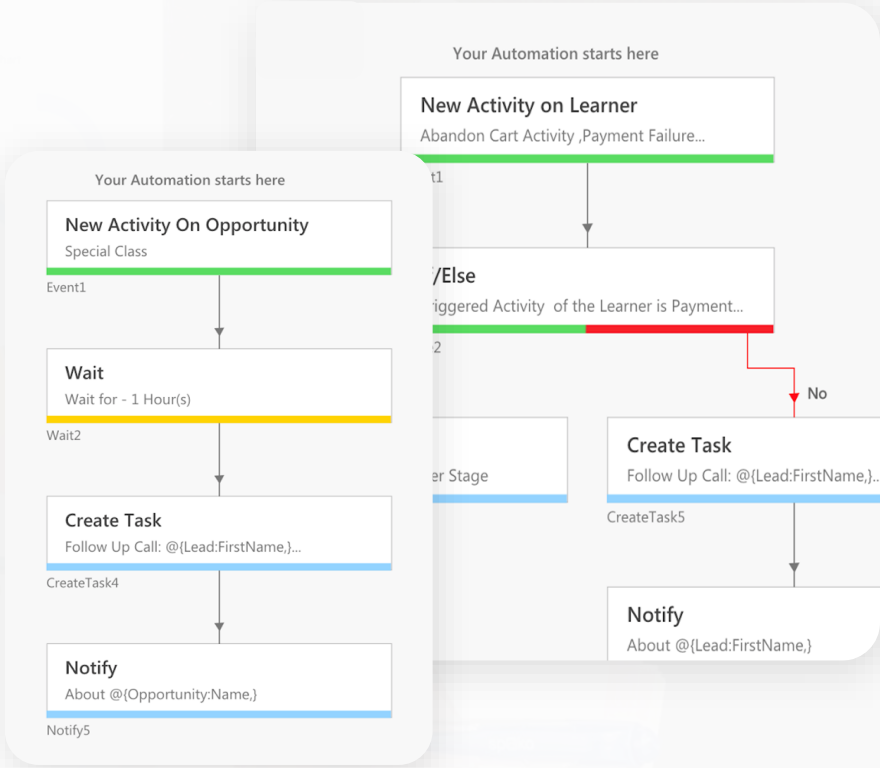
Automations

New Triggers

- New / Update Opportunity
- New / Update Activity on Opportunity
- Opportunity Task Create, Reminder & Complete

New Actions

- Lead Actions - Add opportunity
- Add Activity / Task on Opportunity
- Update Opportunity
- Distribute Opportunity



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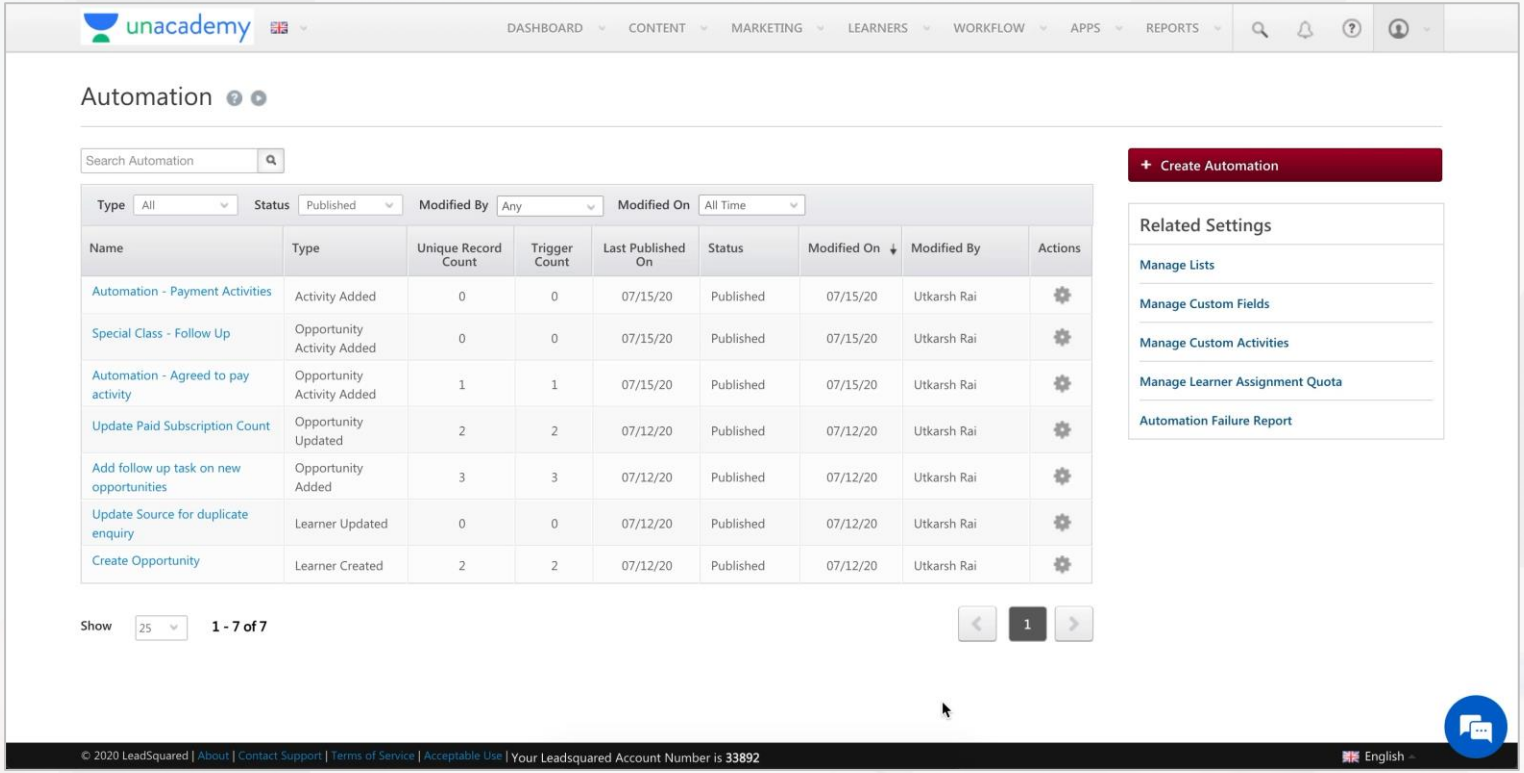
Opportunity Setup in LSQ

Forms & Processes



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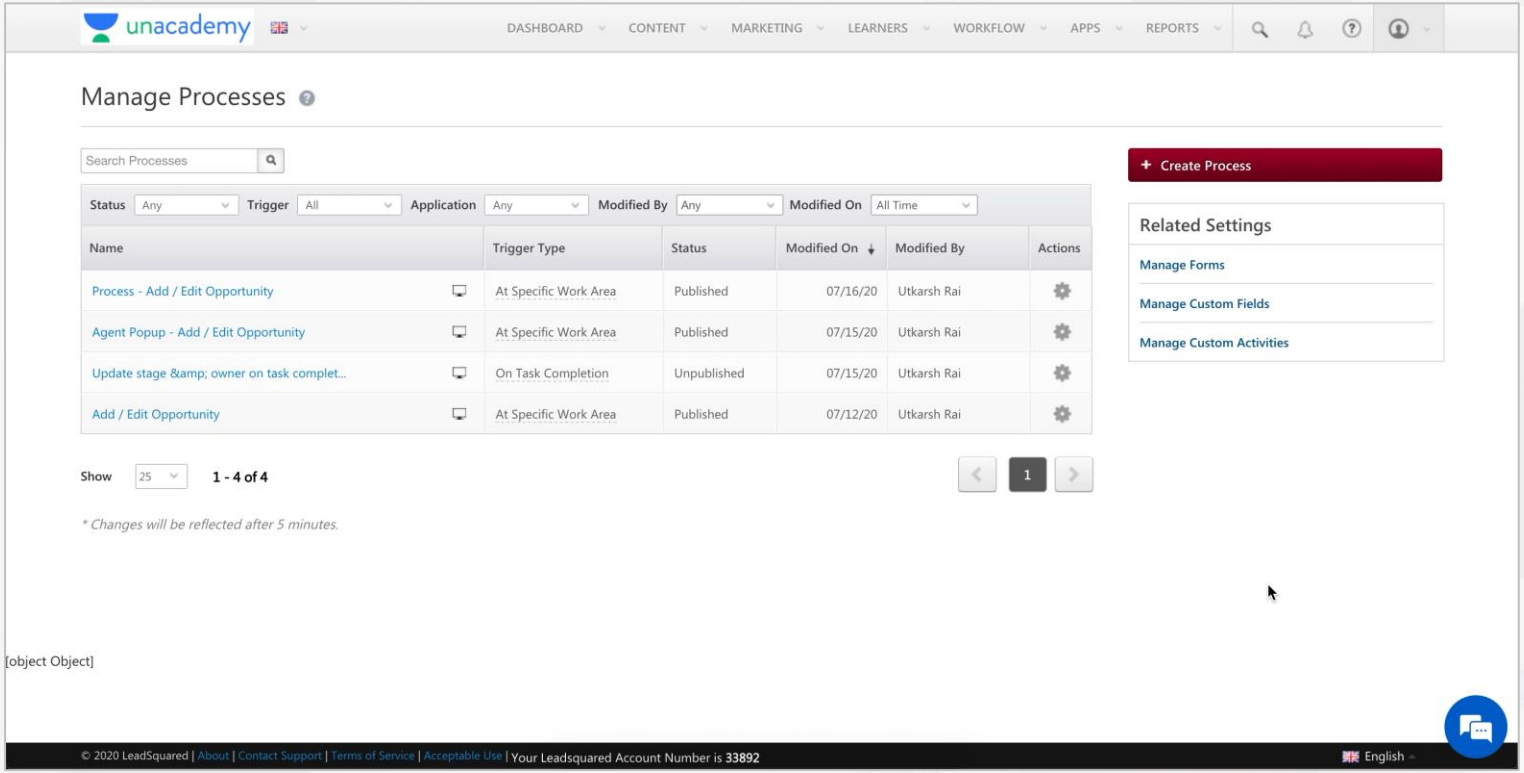
Opportunity Setup in LSQ

Forms & Processes - Agent Popup



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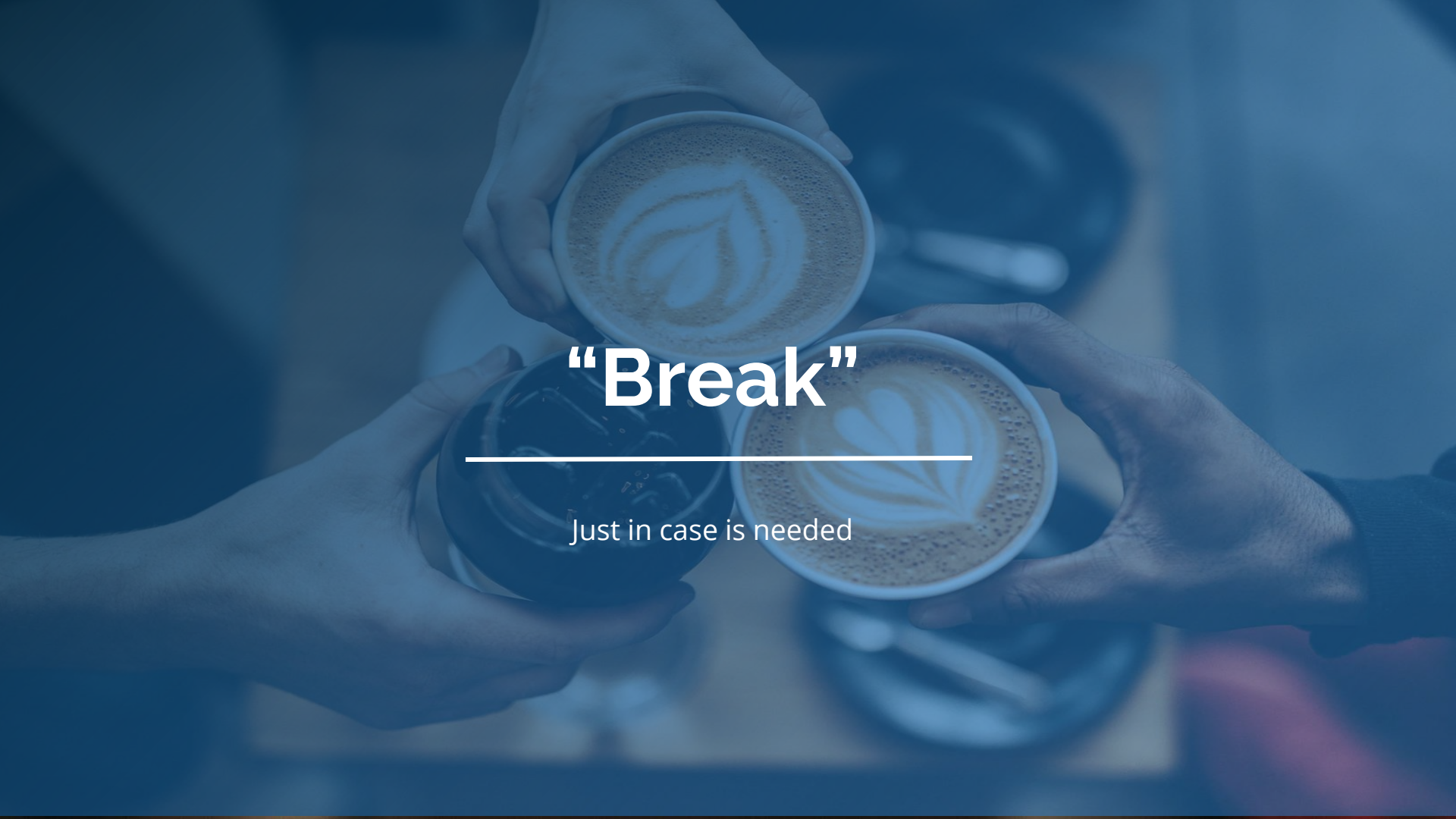
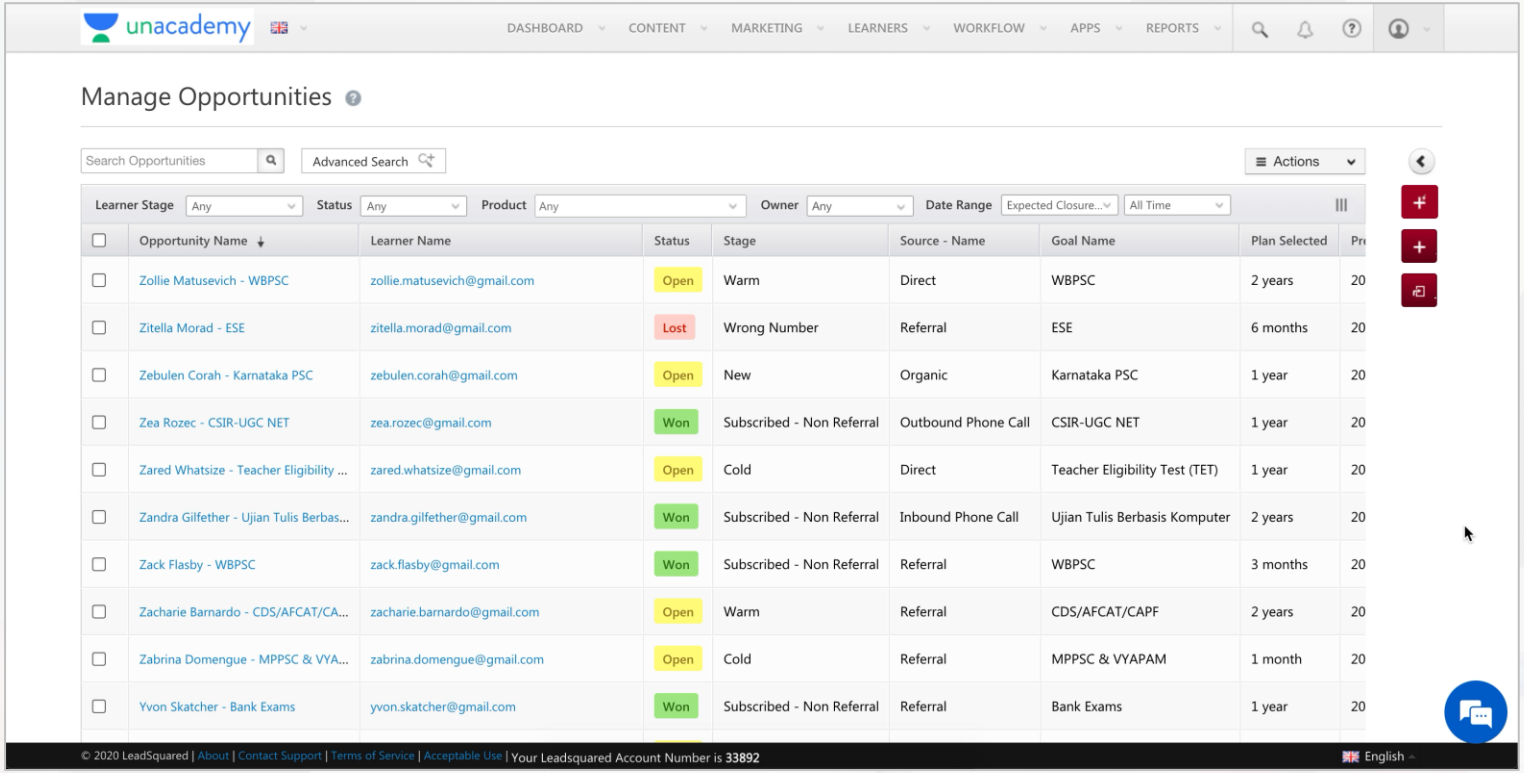

“Break”
Just in case is needed

Coming to Sales Rep

Sales to be driven on opportunities rather than contact

Opportunities in LSQ

Smart Views - Opportunities / Activities & Tasks associated with Opportunities



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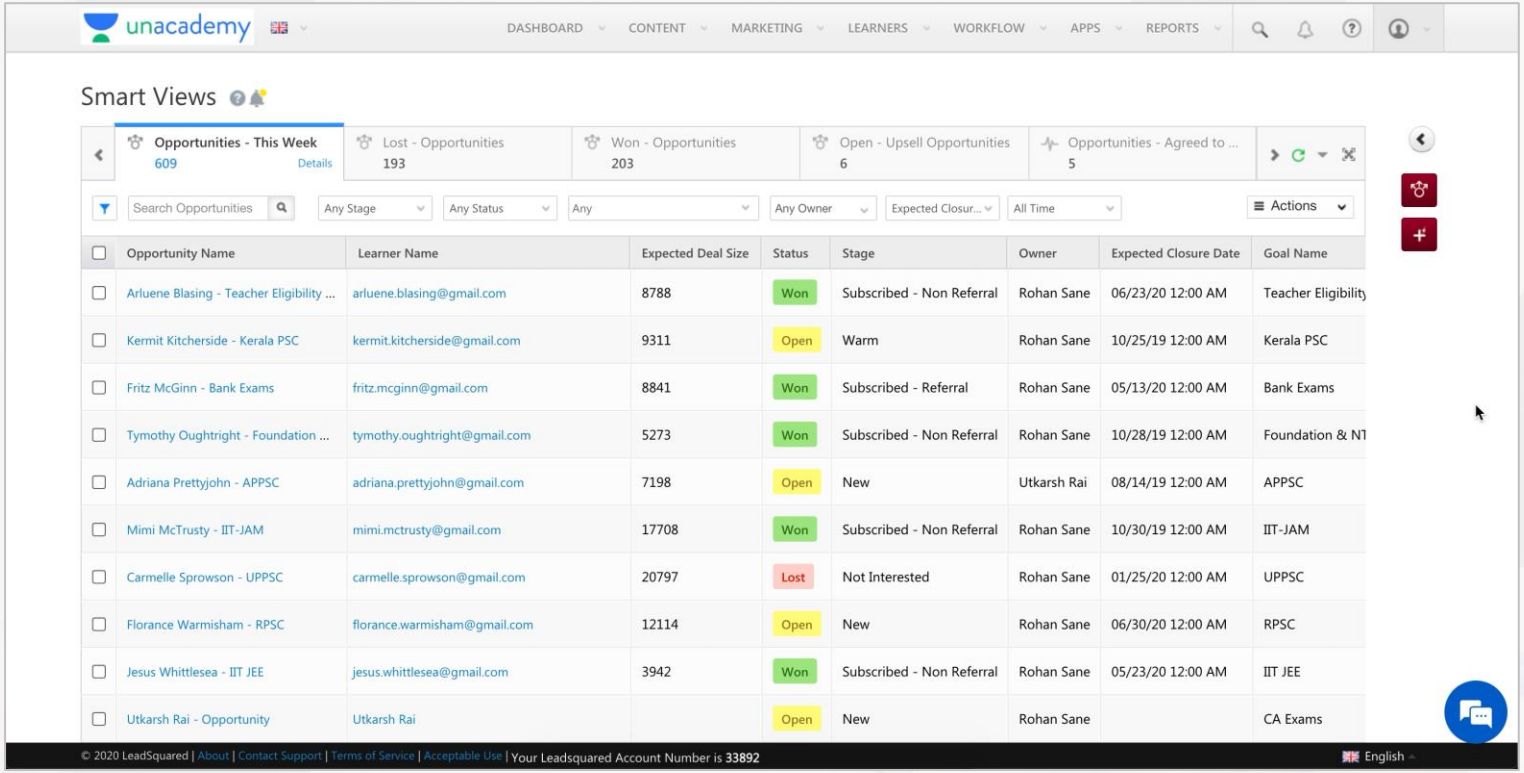
Opportunities in LSQ

Agent Popup



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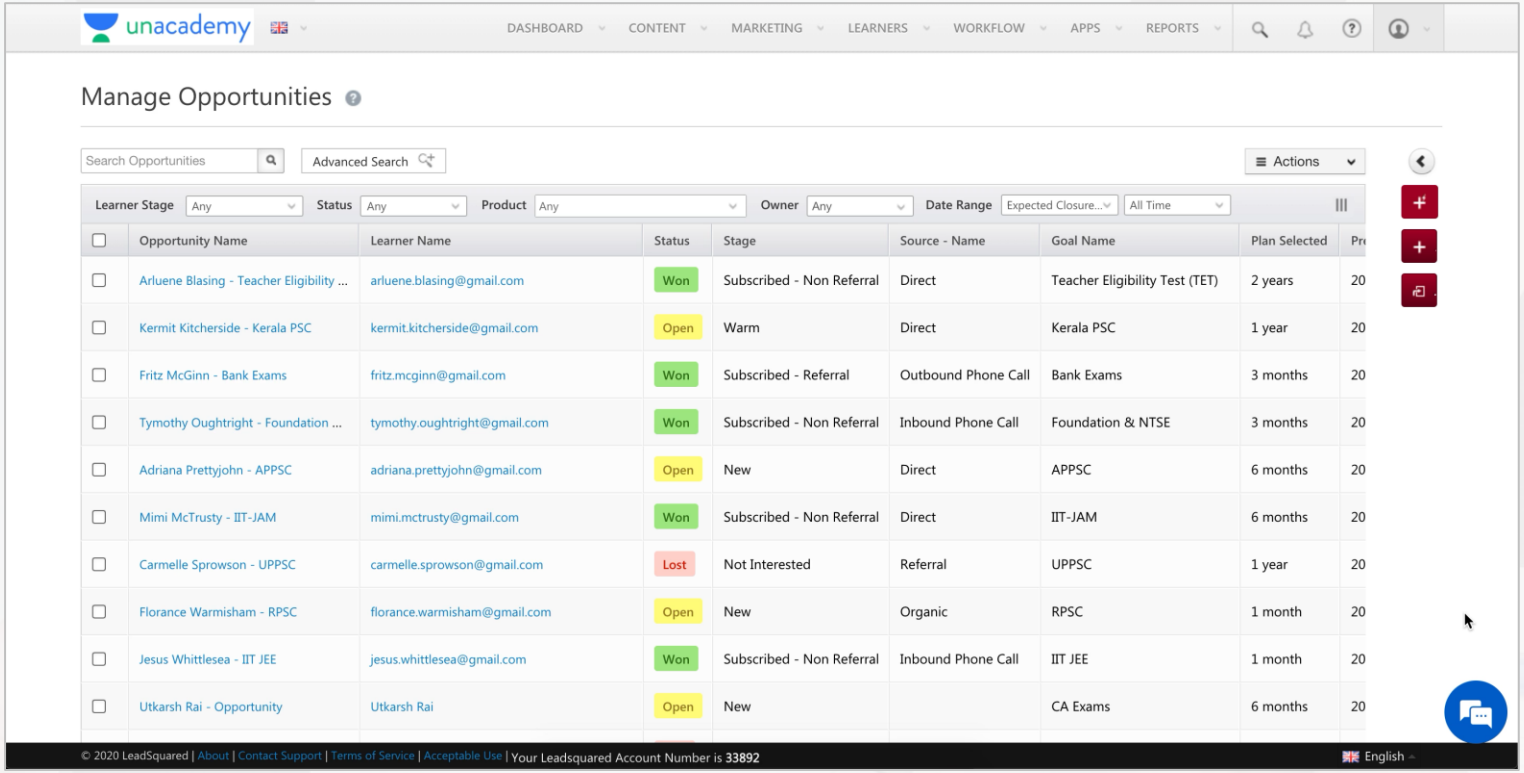
Opportunities in LSQ

Manual Opportunity Creation



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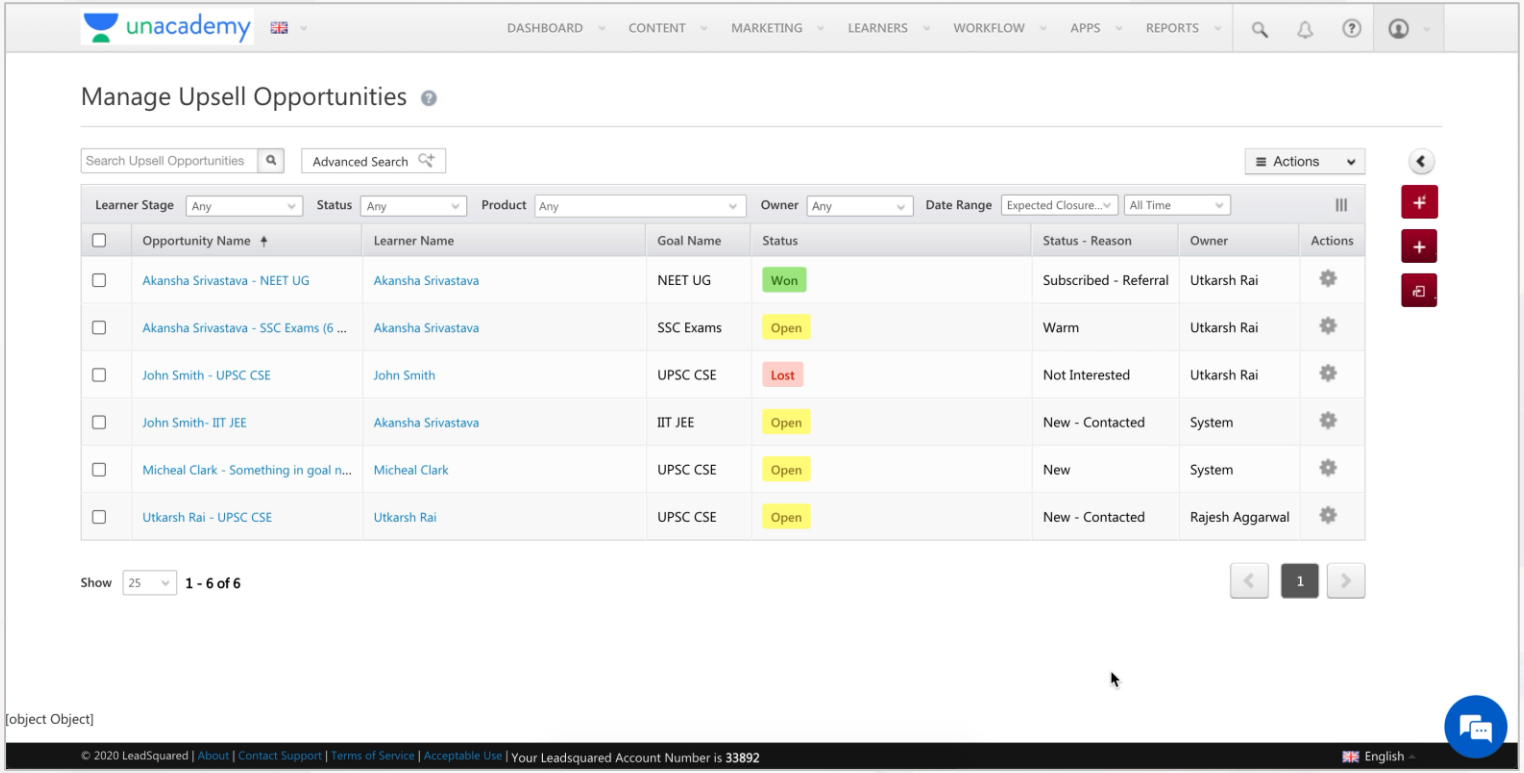
Opportunities in LSQ

Opportunity Details Page



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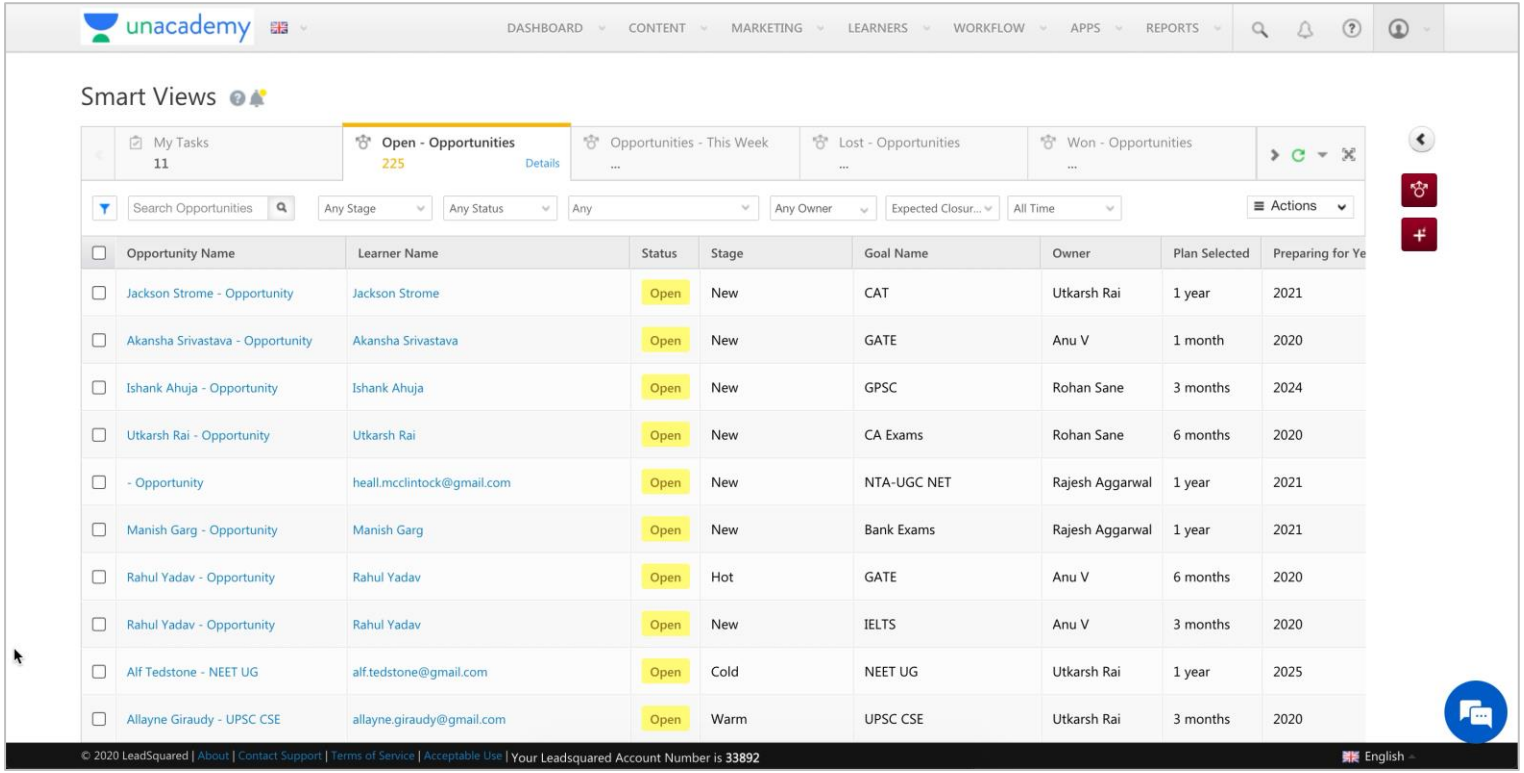
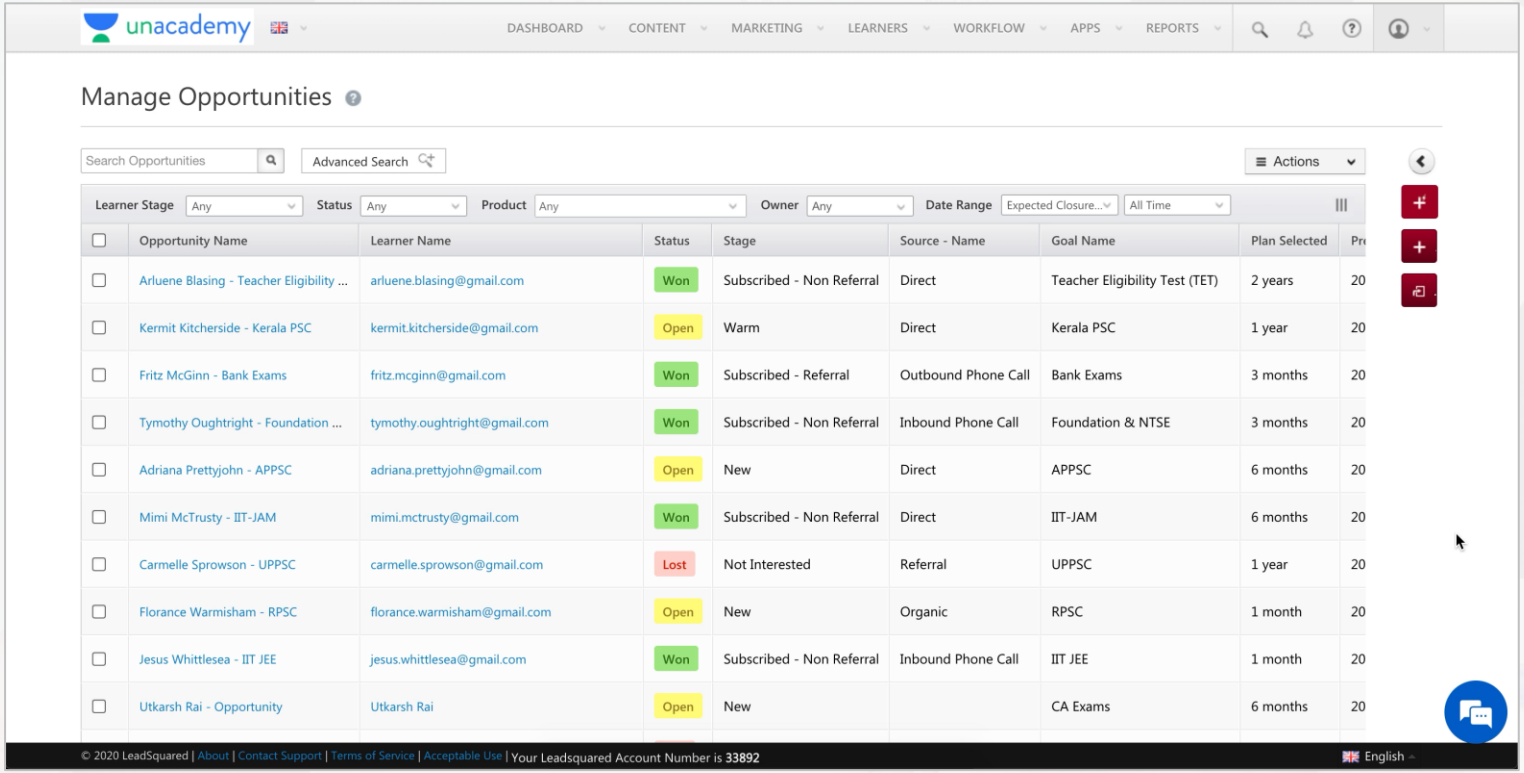
Opportunities in LSQ

Contact Details Page



Opportunities in LSQ

Automation reports



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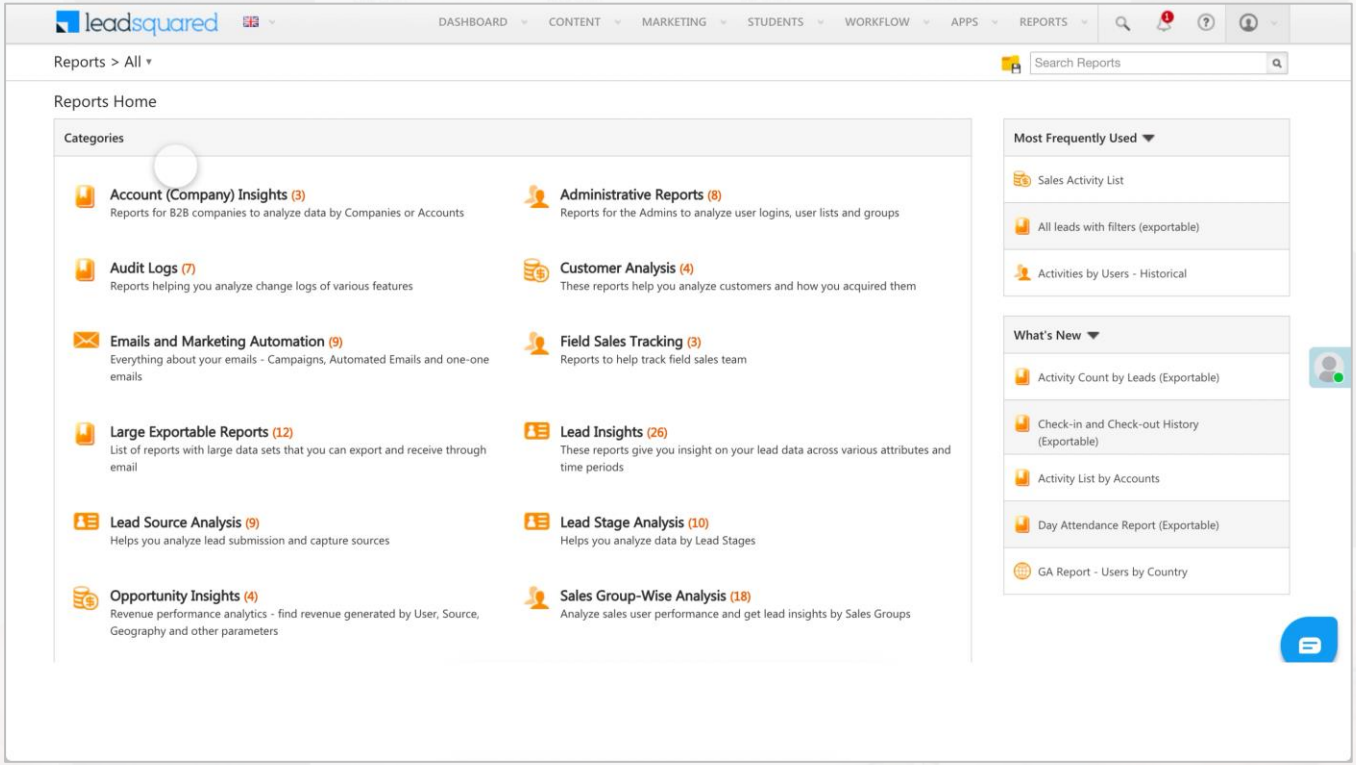
Opportunity Reports

1D & 2D Opportunity Reports



JAS - Roadmap

Opportunity Management

Opportunities on Mobile

Will be launched by Sep

Last Activity On

New Opportunity Field: Last Activity on

V2 APIs

APIs related to Opportunities,activities & tasks

Emails

Associate emails with opportunities

Documents Tab

Documents tab on opportunity details page

FAQs

01 Is opportunity management a licensed feature?

No, its not a licensed feature.

02 Will it come by default in all new tenants?

Yes, once its out of beta phase, it will be available by default for all our new tenants

03 How many pipelines / opportunity types can be created in a tenant?

As of now there is no limitations in terms of number of opportunity types that can be created in a tenant.

04 Is opportunity available for B2B customers?

No. Opportunity management will support only B2C use cases.

05 Is opportunity sharing available?

No, opportunity sharing is not available as of now.

FAQs

06 How will permissions work in case of group managers & sales users?

Click on this link for detailed document on permissions related to opportunities

07 How to migrate existing tenants on opportunity mgmt?

Migration will not be possible. It must be a new implementation. As on today, we don't have any data migration tool available.

08 Will opportunity have any ID like prospect ID?

Yes, every opportunity will have its unique GUID

“Thank You”

Big thanks to all cross functional teams in helping with use case collection & feedbacks at every step of product development & design.