

Web to Lead



The Business Need

In today's environment, businesses that implement CRM need to achieve ROI quickly. Internet and web-based technologies helps corporate web sites to reach wide range of audience across the globe. Today, websites becoming a center point for many of the organisation's business activities, including announcement of webinars, podcasts, etc., to the customers. These services are built around web forms. Anyone visiting website can submit information. Whenever a lead is created in the web, the user has to fetch the data and insert the lead details manually into the CRM. Client required a versatile solution to transfer captured lead informations into CRM. Client felt that, by automating this process will eliminate the work of the user and information will get updated directly into CRM.

The Evaluation Process

Client evaluated many software solution providers. While each solution had some advantages, but client's need was not met. Cost of installation and ongoing monthly fees proved prohibitive with other solution. Among other companies, Client found that ZSL was a perfect match for their requirements. ZSL had advantages with high availability solutions. Client recognised our solution and believed that would provide a thorough assessment of their environment and give them peace-of-mind about its long-term reliability – which other solutions couldn't provide.

The Results

- *Web to lead is a fully customizable web-enabled customer relationship management CRM solution that provides simple and affordable contact management, salesforce automation, issue and lead tracking. It eliminates manual entry into CRM and automates lead import from Web into CRM.*

The Solution

Our Web to Lead is designed and developed to provide a complete solution for integration between Web & CRM operations. By embedding our solution within customer-facing web sites, Web-to-Lead forms directly import campaign responses into CRM. It optimizes and automates many difficult tasks, greatly reducing the amount of time it takes to create a lead in CRM. Using 'Web to Lead' mechanism, Lead details is transferred automatically from website to a CRM lead entity. This is an effective way to communicate with website & CRM.

ZSL's Web-to-Lead simplifies the process of capturing leads into CRM system. By embedding a customizable form within the web sites, Web-to-Lead forms automatically import campaign responses into Microsoft Dynamics CRM.

Web To Lead

First Name: Last Name:

Company Name: Address:

City: State:

ZipCode: Phone:

Email:

Microsoft CRM 3.0 - Microsoft Internet Explorer

User: Joseph Administrator

Sales Leads

Look for: Find View: Open Leads

Name	Topic	Status Reason	Created On
Sample First Sample Last	WEB LEAD - (Sample Last, Sample First)	New	10/18/2007 8:48 AM
sadfgsd rgsd	WEB LEAD - (fgsdf, sadfgsd)	New	10/16/2007 9:17 AM
Ramkumar LM	WEB LEAD - (LM, Ramkumar)	New	10/15/2007 2:50 PM
M Muthukumar	WEB LEAD - (Muthukumar, M)	New	10/15/2007 2:35 PM
C Gokulakrishnan	WEB LEAD - (Gokulakrishnan, C)	New	10/15/2007 2:33 PM
C Gokulakrishnan	WEB LEAD - (Gokulakrishnan, C)	New	10/15/2007 2:29 PM
C Gokulakrishnan	WEB LEAD - (Gokulakrishnan, C)	New	10/15/2007 2:28 PM

The CRM- Web to lead development framework enables rapid development and deployment on any industry standard CRM Server.

The Results

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Benefits

Our powerful CRM solution is designed to easily integrate data from your multiple web site, external database and remote applications making your CRM the perfect tool for managing and integrating your geographically dispersed salesforce, customer support, marketing, engineering and manufacturing teams.