

## Case Study - Lead Analysis

Able Debt Settlement, Inc.  
2351 W. Northwest Hwy • Suite 3355  
Dallas, Texas 75220  
214.357.5356



### Situation:

Able Debt Settlement needed a completely renovated web presence and lead analysis system. Able spent over \$75,000 in 2003 buying leads from a variety of sources, but they did not have a grasp or accurate metrics to gauge campaign efficiency. They also required online tools for their analysts to track, document and process all leads that were generated via the website.

### Challenges:

The initial challenge of this project was to accurately assess the needs of the analyst, as it pertained to the lead process. This required meetings with both management and individual analysts. Once needs were calculated, the next challenge was transforming the requirements into a secure database-driven control panel.

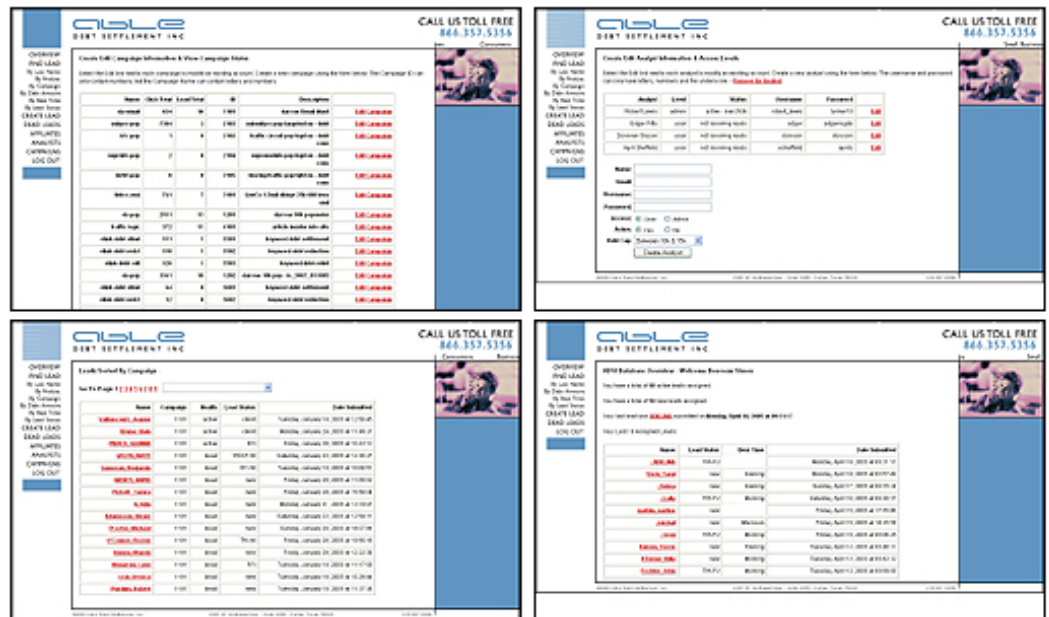
### Solution:

Once the initial requirements were realized, a series of online database-driven programs were coded using PERL and MySQL. The multi-user lead analysis system has two levels of access (admin and user) and allows total access to the lead process including documentation and status. The client website was setup to harvest and process lead sources. When a prospect fills out the form, the lead source is recorded and tracked.

### Results:

With the knowledge of which campaigns were generating results, Able was capable of making more informed lead buying decisions. This led to increased sales and higher profit margins.

Efficiency and analyst productivity also skyrocketed. The automated tools allowed the analysts to provide better customer service while it streamlined operations as a whole. This enabled the client to double its sales force, which has further increased profitability.



The screenshots show the following interface elements:

- Top Left:** "Campaigns" section with a table listing various campaigns and their status.
- Top Right:** "Campaigns" section with a table listing various campaigns and their status.
- Bottom Left:** "Leads" section with a table listing individual leads and their details.
- Bottom Right:** "Leads" section with a table listing individual leads and their details.