

How to Master Customer Acquisition: On-Demand Lead Scoring

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April 2008

The Crucial Moment of Interaction Requires Deeper Prospect and Customer Insight

The Internet has revolutionized the concept of the sales prospect. Until the last decade, a purchase tended to be slow and low tech, with the vast majority of customers patronizing a finite set of brick-and-mortar businesses to which they were exceedingly loyal. These businesses were staffed by familiar salespeople who cultivated long-term buyer-seller relationships.

Today's global electronic marketplace has shaken the foundation of such relationships, emboldening buyers who now possess a wealth of comparison shopping information online, a staggering proliferation of sources from which to purchase and the ability to switch vendors on a lark.

Selling organizations have been caught flat-footed in the new commercial landscape, suddenly needing to exponentially improve both their insight about the leads and new prospects they encounter every day and the quality of these fleeting interactions. Even in traditionally data-intensive channels such as catalog and direct marketing, businesses have been facing a need to evolve and catch up to their leads.



This paper introduces a breakthrough solution to these challenges called *on-demand lead scoring*. It directly and powerfully addresses this new merchant imperative, giving selling organizations deep insight into consumers previously unknown to them (as well as existing customers). Many companies have begun to score leads in recent years but most of them haven't realized the advantages created by scoring leads *on demand*. The key is having this information at the instant that companies need it most: at the moment of impact for converting a sale.

On-demand scoring enables lead prioritization: the ability to examine inbound contacts — in the call center, from the Web or at the point of sale — in a split second and apply a wealth of actionable insight at that very instant.

As a call connects, it can be instantly evaluated, prioritized and routed according to the projected value of the caller and the track record of the agent. Leads collected online can be treated the same way, triggering outbound calls by selected agents with carefully tailored messages.

Some companies are using scoring for prioritized sales efforts: knowing which prospects to call first and which to call more frequently. At the point of sale, a simple phone number from the customer unlocks targeted information that the vendor can leverage for cross-sell and upsell strategies in the next crucial moments.

The key to this instant, automatic decision making is to make sure that your scoring can be applied to all your leads and that the information used for scoring is current and accurate. In order to truly qualify a lead, you must first ensure that the foundational contact information is actionable or verified. This requires information sources that go beyond publicly available data such as White Pages or Directory Assistance. Information from those sources could be out of date by 30 days to a year, so any analytics tied to this information may be no better than guesswork.

Once a strong foundation of information is in place, lead scoring can quickly produce a measurable impact. In every channel, on-demand lead scoring is at long last leveling the playing field for selling organizations. Merchants are dramatically improving service, sales, messaging, upselling and cross-selling ability — in short, responding smarter and faster than the competition.

Here are just a few examples of how on-demand lead scoring is working today on the ground in forward-looking organizations who interact with leads over the phone, on the Web and at the point of sale:

Dynamic Messaging : Communications Service Provider Improves Customer Acquisition in Call Center


A communications company is fielding phone calls from consumers to whom it has never spoken. When the phone rings, the caller is instantly matched against a set of customer profiles to identify the callers' likely value and their interest in voice, video or Internet services. The coding intelligence is based on an analysis of existing customers, their past behavior and household-level demographics.

Based on these scores, the leads are prioritized and routed to specific agents who instantaneously offer packages most likely to interest the customer. An elderly couple might be calling to inquire about a no-limits phone plan. A household with teenage children might be looking for broadband Internet access for online games. A high-income couple might want the top-of-the line Digital Video Recorder and HDTV service. Tailoring offers this way increases conversion rates, customer satisfaction and profit.

Web to Agent: Auto Dealer Increases Sales by Prioritizing Follow-up

An auto dealer has arranged to receive names and phone numbers of local, active car shoppers within seconds of their filling out Web forms on auto-related Web sites. Upon receiving a lead, the dealer automatically verifies that the name, address and phone number are both valid and correlated to the same person. If the dealer doesn't have the data coverage to verify each lead against up-to-date information, then the ensuing lead scoring may still not result in qualified prospects.

The dealer follows the split-second verification process with equally speedy lead scoring based on the individual's household demographic information and the dealer's experience with customers fitting that shopper's profile. The dealer's sales team is now fully equipped to prioritize the leads, rushing the most promising ones to the top of the queue for an immediate outbound call. Leads that don't convert are prioritized for follow up: The top



prospects — most likely to convert, become loyal repeat buyers or both — are targeted for increased follow-up effort. This on-demand lead prioritization system helps the dealer be smarter in approaching consumers who are ready to buy.

Point-of-Sale Messaging: Big-Box Electronic Retailer Drives Cross-Sell Opportunities

One of the largest consumer electronics chains asks customers for their home phone numbers at checkout as part of its efforts to increase buyer frequency. Through these phone numbers, each customer is instantly matched against the retailer's strategic customer profiles, providing each customer's likely value and indicators of likelihood to buy several types of consumer electronics. The retailer uses this insight to add a coupon to the bottom of every receipt with an offer from its prescribed set. Such careful, on-demand tailoring of offers maximizes sales and the customer experience.

Call-Agent Prioritization: Credit-Card Issuer Increases Conversions by Sending Best Prospects to Best Salespeople

A credit card issuer marketing a gold card scores incoming calls before agents pick up the phone. High-value customers are immediately routed to the best agents, eliminating wait times and improving quality of service. The top half percent are diverted to the platinum card team, presenting a greater revenue opportunity for the card company and perks for the prospective client. Less-qualified callers no longer take up the valuable time of the card issuer's agents and are routed to an outsourced overflow call center or an interactive voice response (IVR) system. The result is higher conversion rates and higher revenue with the same, albeit more productive, staff.

Valuing Customers Across Channels: Learning Centers Strengthen Lead Management with Phone-Web Consistency

A national chain of tutoring centers operates a central 800-number and Web site for parents of children seeking improvement in their schoolwork. In sub-second time, incoming calls are scored according to their potential value and routed to the appropriate regional tutoring center for immediate action. Highest-value leads are tackled in real time. Web leads are verified and then prioritized the same way, with the most promising consumers vaulted to the top of the outbound call list. These same systems are leveraged for follow up and direct mail, with likely high-value customers receiving a prospectus DVD while other customers receive a less costly mailer. Strategies like these help the chain grow its business, ultimately helping more students thrive in school.

How On-Demand Lead Scoring Works

All of these on-demand lead scoring scenarios rely on an advanced predictive analytics formula that combines:

- On-demand phone, name and address data for identifying consumers in real time;
- Household data including age, income, household makeup, home ownership status, and location to build on the initial identification and
- Methodologies for:
 - Profiling potential customers, including a custom analysis of past customer behavior;
 - Scoring incoming leads against those profiles and
 - Treating the leads accordingly, whether prioritizing them in the queue, matching them with specified agents or tailoring messages and offers.


The TARGUSinfo Engagement

Only TARGUSinfo offers services that integrate these components. With industry-leading coverage of consumer and business information, TARGUSinfo provides lead scoring and a host of other solutions that directly address the needs of today's organizations to possess — and leverage — superior customer insight at the moment of impact.

These solutions are fueled by the ElementOneSM Analytics Platform, which operates on the most robust framework of any customer insight system. The platform's

WHAT ARE THE DATA INPUTS FOR THE ELEMENTONE ANALYTICS PLATFORM?

- Your company's customer and market data
- Household age, income, presence of children, home-ownership status, neighborhood type and regional cost of living
- The most recent residential and delivery-point-code file released by the USPS
- Third-party cost-of-living metrics defined by a range of average prices for consumer goods in local markets across the US (e.g., prepared foods, gasoline)
- Wealth and property-value metrics
- Lifestyle measures (activities)
- Attitudinal measures (e.g., risk, political affiliation, environmental awareness)
- Consumer-goods purchases
- Technology ownership and usage
- Internet usage (e.g., traffic, search engine, click-through, response)



foundation includes precisely defined demographic combinations, the building blocks for its uniquely powerful real-time customer/prospect scoring methodology.

An ElementOne solution begins with an identification of the key behaviors the company wishes to predict and optimize, e.g., the purchase of various products. On day one, TARGUSinfo initiates a data audit to ensure the customer information provided to the ElementOne team presents a true picture of the company's activities. Final deliverables of each customized ElementOne engagement typically include a flexible set of 20 to 30 customer profiles. Based on behaviors and household demographics, these profiles can be used to score inbound leads and prioritize them accordingly, all in real time. ElementOne customers gain access to automated routines for scoring new prospects.

Driven by the ElementOne Analytics Platform, lead scoring services from TARGUSinfo operate via an on-demand call-center network link and as a service through a Web browser. As a result, there is no lead scoring software to install, maintain, update, troubleshoot or provide processing capacity for, and no IT burden.

With all of these capabilities, an ElementOne engagement delivers a customized, actionable lead prioritization system optimized to achieve the highest possible predictive power. This means deeper consumer insight at the moment of impact, the key ingredient for restoring the balance of power to selling organizations.

About Kim Garner

Kim Garner brings almost two decades of data expertise to her leadership of product development for TARGUSinfo as VP, ElementOne Analytics. Kim is responsible for setting the overall product strategy for ElementOne services, introducing new products and product enhancements, and providing applications support to TARGUSinfo clients. Prior to joining TARGUSinfo, Kim was a Regional Vice President for Claritas, Inc., a leading provider of modeling and other analytic tools to clients in a broad range of industries. She has also worked for Prudential Insurance where she oversaw all customer segmentation and site analysis projects. Kim holds a B.S. degree in Political Science from Duke University.

About TARGUSinfo

TARGUSinfo is the trusted source of valuable insight about prospects and customers while they are interacting with our client businesses. With the right knowledge at the right moment, our information services help organizations increase revenue, create more satisfying experiences and produce savings from new efficiency.

Whenever organizations need it, we instantly deliver the most up-to-date consumer and business data possible, whether it's confirmed contact information or a data-driven view of customer behavior from our ElementOneSM Analytics Platform. At every stage of the customer lifecycle, our insights empower you to identify your most valuable customers and prospects, target prospects through the optimal communication channel, convert more prospects to customers, grow share of wallet and reduce promotion costs.

We enable our clients to treat unknown prospects like longtime customers, provide customer-facing services such as Caller ID, ensure quality for lead generation, add confidence to risk-management decisions and make call routing more accurate and reliable. Millions of times every day, businesses rely on our data for transactions initiated by their prospects and customers, whether they are over the phone, on the Web or at the point of sale.

To provide this unique level of service, TARGUSinfo has built a foundation of data from the nation's telecommunications providers, making our information exceptionally precise, relevant and actionable. Drawing from a proprietary network of more than 90 data sources, TARGUSinfo uses patented processes to link together the most complete and accurate name, address and phone data possible. In addition to this foundation of linked elements, we provide insights such as demographics, location, predictive buying behavior and risk-assessment factors. A real-time query-and-response network delivers this exceptional data to TARGUSinfo customers in sub-second speed, whenever our customers need it.

A privately held company, TARGUSinfo is headquartered in Vienna, Va.



TARGUSinfo® On-Demand Insight

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