Accelerate Sales Lead Capture with Nintex

With Nintex, salesforce team members can efficiently capture sales leads on the go, ensure timely follow-up and close deals faster

Challenges

Sales struggles with data integrity when team members manually enter leads. Duplicate data entry, disjointed systems, and lead entry delays hamper team members' ability to respond to sales opportunities.

- Scattered papers containing lead information can go missing before being entered into CRM
- Manual entry of leads results in errors and missed follow-ups
- Email lead capture has poor usability and customers may not input all the required information for a RFQ
- Sales leads captured on paper are difficult to track, audit and search

Solutions

Nintex Workflow integrates with CRM systems to create, retrieve, update and delete records. Sales can capture data including contact information, product requirements, budget timelines; and trigger document generation.

- Nintex Mobile enables quick data entry on prepopulated forms, anywhere and anytime
- Automate record entry in CRM applications and set alerts for sales to follow-up
- Auto-generate custom documents that dynamically pull data from CRM systems and Word, Excel and PDF files
- Metadata enables proper routing, allocation, and tracking of leads

What's the risk?

Missing leads or failing to follow up on sales leads wastes marketing's lead generation efforts and can cost a company revenue.

53%
Higher conversion rate for companies using sales/marketing automation

3.1%
Higher annualized revenue growth for companies using sales/marketing automation

10%
Average increase in sales-pipeline contribution with automation

Source: Aberdeen Group, "Marketing Lead Management Report", July 2012; Forrester Research, "The Forrester Wave™: Lead-To-Revenue Management Platform Vendors, Q1 2014, January 2014)

Benefits of automating sales lead capture processes with Nintex

Reduce data errors

Ensure timely follow-up

Maximize revenue opportunity

Improve customer relations

Generate quotes faster

Accelerate sales cycle

NINTEX®

Schedule a demo today!
www.nintex.com/get-started/request-a-demo

Sales Lead Capture Processes

- Customer complaint escalation
- Website request for quotation
- Supporting document requests
- Telemarketing lead capture
- Event lead capture

- Request for proposal management
- Statement of work approvals
- Pricing change approvals
- Opportunity registrations/updates
- Site inspections

- Deal discount approvals
- Marketing campaign management
- Vendor contract management
- Contract renewal reminders
- Email promotions

AcronymIT (formerly Zallcom), an Australian IT service company, increased its sales turnaround by 30% while saving 20% in sales executive time by automating workflows with Nintex.

From request to quote to deliverable, it's up to 400% faster. It's really a 'set-and-forget' system. We can be so much more responsive. We don't have to come back to the office and run a report and configure it. We can do it online. We can do it while we're there sitting with the client.

– David Hall, Founder and Chief Operating Officer, AcronymIT

Braunton Capital, an Australian IT asset finance company, expanded its reseller channel by 10X — without increasing cost — by implementing Nintex.

Our customers rely on us to provide real-time service. Nintex allows us to serve our customers at the highest levels by making sure our business processes are optimized and easy to access. We've created efficiencies in our customer onboarding, self-service client portal, generating quotes, and document approvals, all without writing a single line of code for the deployment.

– Ian Buswell, Director Braunton Capital