

## Capture and Route Efficiently

Surado Web eLeads is an integrated solution for Surado CRM. With eLeads, when your clients request information about your products and services from your web sites, a contact record and any necessary follow-up activities for a designated account manager are automatically created for fast and efficient follow-up.

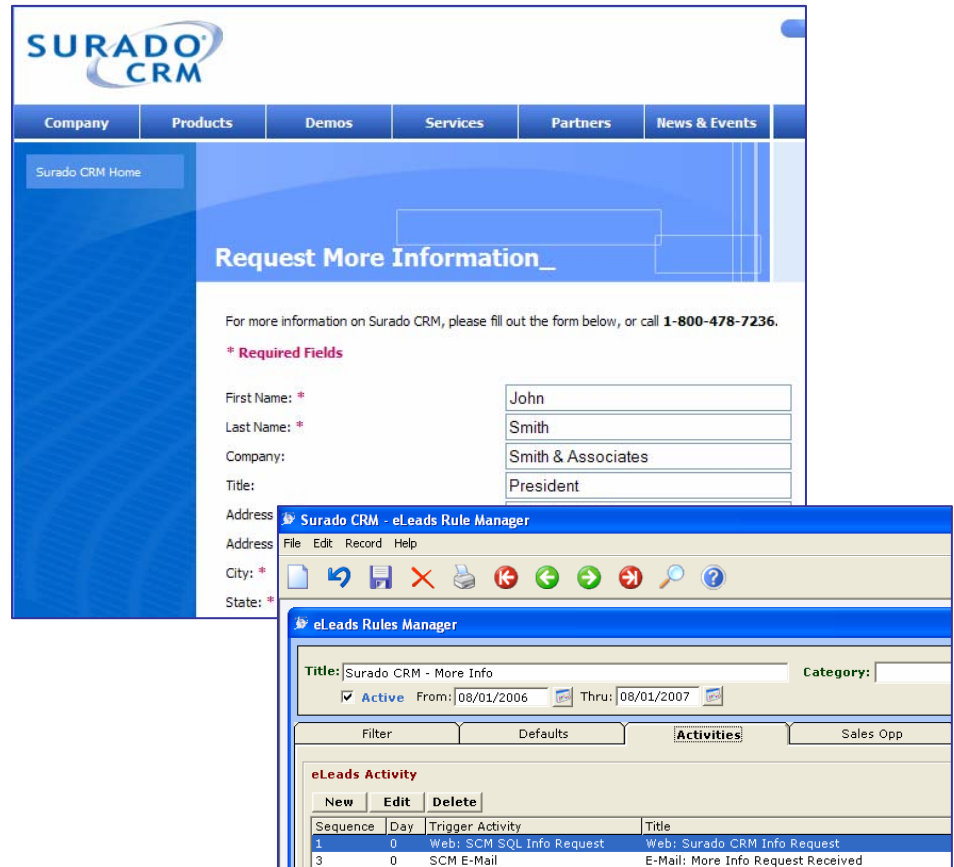
### Major Features

#### Include:

- Capture Information From your Website
- Automatically Assign Account Manager
- Automatically Create:
  - Account Information
  - Contact Information
  - Sales Opportunities
  - Reminders
  - Unlimited Activities
- Automatic Response Generation
- Track and Re-direct Leads to your Partners
- Automatic Assignment to Contact Groups
- Create Specific Responses to Different Product or Service Inquiries
- Create Unlimited Rules

### Sample Usage:

- Web Inquiries:
  - Lead Generation
  - Document Fulfillment
  - Event Registration
  - Customer Service Questions
  - Request for More Information
- Automated Response for Web Based Inquiries



## Automatically Create Sales Opportunities

Surado Web eLeads also allows you to create sales opportunities based on your clients' service or product requests. Managers will quickly be able to see how many sales opportunities are obtained through the company or partner web site, and account managers will quickly be able to review all web prospects and opportunity pipelines.

**Reduce Customer Wait  
Time and Increase  
Efficiencies**

## Create Auto Response for Literature Fulfillment

Surado Web eLeads' powerful eLeads Rules Manager allows you to automatically respond to incoming requests for information by electronically providing clients with product brochures and other literature as necessary. The eLeads Rules Manager can also notify Account Managers for future follow-up activities.

## Direct & Track Leads to Your Partners

If your organization captures leads and distributes it to your partners based on various criteria, Surado eLeads allows you to easily forward leads to your partners based on region, product, expertise, etc. You can also create automated follow-up reminders for your partner account managers to review the progress of leads sent to your partners. Once leads are sent, you can use a variety of tools including the Sales Pipeline to see how your partner's pipeline looks. In addition, you can also use reporting tools to track and manage leads sent to partners to ensure optimum results.

## Increase Efficiency, Lower Total Cost of Ownership and Increase ROI

Surado Web eLeads coupled with powerful Surado CRM features is the best combination to increase efficiency and lower your total cost of ownership. Realize immediate returns by reducing customer telephone wait time, increased efficiency in routing to the appropriate Account Manager and reducing the cost of manual data entry of contact information, follow-up activities and sales opportunities.



**Track and Manage  
Leads to ensure  
Optimum results**

## ABOUT SURADO

Surado Solutions, Inc., founded in 1995, is a privately held company that provides a full spectrum of Customer Relationship Management (CRM) products and services.

As an emerging innovator in CRM software, Surado is committed to providing powerful, versatile and sensible solutions that help companies know their customers and keep them for life. Surado's CRM Solutions help organizations increase sales, build customer loyalty and reduce costs while providing better customer service.

Our CRM solutions serve a wide range of vertical markets including financial services, healthcare, government, technology and manufacturing.

## MORE INFORMATION

[WWW.SURADOCRM.COM](http://WWW.SURADOCRM.COM)  
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