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Case Studies

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Lead Management System

Background

This is a fully customized solution developed from scratch. The solution manages all the leads collected from different source and then move leads seamlessly through funnel



Custom Development



PHP



Database



CSS



HTML



JavaScript

The Challenge

The client has a number of leads coming through various channels and it was getting difficult manage all the leads and process them in a proper manner. The lead process time was more and this caused delay and losing potential customers.

The Solution

NRS designed a solution that was easy to use, and solved all of their issues with the management of the leads. The system is designed to work on their intranet. The system is capable to track the results of marketing campaigns across a variety of channels

Major Features

- Web-based – No Software to Install
- Extensive Lead Tracking and Reporting
- Informative Dashboard
- Move Leads Seamlessly Through Funnel

- Leads from multiple channels
- Lead Distribution and Routing

- Upload multiple Leads

Some other Features

- User Management
- Access Rights
- Team Management
- Reporting
- Number of Leads Dashboard
- Lead Log Activity Dashboard
- Leads Added Dashboard
- Distribute Leads Individually
- Notifications
- Appointment/Task Email Reminders

Screen-Shots from the Lead Management System project

Project 1
Logged in as nrs | Monday, 16th December 2013 | [Logout](#)

Leads Maintenance Reports System

Products All
Help

Filter Applications

Name:

Mobile number:

Salary:

Status:

From date:

To date:

Emirate:

Nationality:

All
 Eligible
 Not Eligible

Search

You have **20** lead(s) to assign.

Sr. #	Name	Email	Mobile	Nationality	Location	Date / Time	Status	Assigned to TL
21	Test		0551234567		Dubai	2013-11-20 11:12:24	■ New Lead	Torie Hodgson
22	Elson OVER DUE	jaysonvalentino22@yahoo.com	0551234567	India	Dubai	2013-11-20 11:15:02	■ Customer Unreachable	Torie Hodgson
23	Edward OVER DUE	mark_lska@yahoo.com	0551174681	Philippines	Dubai	2013-11-20 11:15:02	■ Product Pitched	Torie Hodgson
24	Mark	mark_lska@yahoo.com	0551174681	Philippines	Dubai	2013-11-21 11:54:51	■ New Lead	Billy Philippi
25	Billy		213412341234		Dubai	2013-11-11 12:46:01	■ New Lead	Billy Philippi
26	alexia		01010101	Afghanistan	Sharjah	2013-11-11 12:45:00	■ New Lead	Billy Philippi
27	illi		01010101	Afghanistan	Dubai	2013-11-11 12:39:36	■ New Lead	Billy Philippi
28	asdf		01010101	Albania	Dubai	2013-11-11 12:39:16	■ New Lead	Billy Philippi
29	mark	mark_lska@nrsinfoways.com	0551174681	Philippines	Dubai	2013-10-23 10:11:57	■ New Lead	Billy Philippi
30	q		1234567		Dubai	2013-09-24 17:20:14	■ New Lead	Billy Philippi
31	test		0551174681		Dubai	2013-09-09 16:21:24	■ New Lead	Billy Philippi
32	Edward OVER DUE		0551174681		Dubai	2013-11-27 14:25:15	■ Customer Unreachable	Billy Philippi
33	mac OVER DUE	asdf@asf.com	0551174681	Philippines	Ajman	2013-11-20 12:54:33	■ Customer Unreachable	Billy Philippi
34	qwer OVER DUE		213412341234		Ajman	2013-11-09 11:04:51	■ Customer Unreachable	Billy Philippi
35	test OVER DUE		0551174681		Dubai	2013-10-20 12:44:14	■ Customer Advised to Call Later	Billy Philippi
36	Mark OVER DUE	mark_lska@nrsinfoways.com	0551174681	Albania	Ajman	2013-10-20 12:02:14	■ Card Given for Embossing	Billy Philippi

With selected, Assign to:

Go

«Previous Found 36 records. Showing page **2** of 2 Next»

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User Roles Masterlist

[Add new role](#) Search by: Role

Sr. #	Role	Description	Options
1	Super Admin		 
2	System Admin		 
3	Team Manager		 
4	Team Leader	test role description	 
5	Sales Agent		 

Registration

Personal Information

First name:*	Middle name:	Last name:*
<input type="text"/>	<input type="text"/>	<input type="text"/>
Date of Birth:	Nationality:	
<input type="text"/>	<input type="text"/>	
Email:	Mobile:*	Telephone:
<input type="text"/>	<input type="text"/>	<input type="text"/>
Flat/House No:	Bldg. Name:	Street:
<input type="text"/>	<input type="text"/>	<input type="text"/>
Landmark:	Emirate:*	
<input type="text"/>	<input type="text"/>	
Company:	Monthly Income:	Telephone:
<input type="text"/>	<input type="text"/>	<input type="text"/>