

	Align KPIs to Goals		Align Program Activities to KPIs		Deliver Results	Track & Report on KPIs		Follow Through	Optimize
	Analyze Data	Design KPIs	Lead Scoring	Lead Routing	System Integration	Dashboards	Reports	Pipeline Audit	ROI
Motions	Understand your goals Study your data to characterize high value targets Set program goals	Lock activities to program results Design 3-5 metrics that will drive program results	Lead scoring algorithms Agent interview forms with scripts	High priority leads can email directly to sales manager Normal priority leads go to normal queue.	Build real-time connections to Salesforce, Dynamics CRM, Marketo, FTP, SMTP	Build online dashboards that display the current program KPIs	Build scheduled reports that snapshot the program KPIs to date and tracking over time	Ensure that tele leads appear in LOB sales tracking Flag leads that sales are not working	Use actual results to improve targeting and process Listen for surprises and unexpected opportunities
Metrics	High value target profiles Program result estimates	KPI set agreement and approval	Scoring algorithms and interview scripts for each high value profile	Leads routed to each queue	Fast, simple access to your CSG outsourced activities	Dashboard uptime	Reporting cadence	Percentage leads that appear in LOB pipeline Percentage leads sales-accepted	% Program Goals Reach Conversion Program impact on results
Results	A crystal-clear agreement on the results the program needs to deliver	The program success measurements	Written, A/B testable customer interactions.	Get the highest-value targets to the best resources to handle them	Near real-time response capability Your results delivered in your data format	Real-time program status Available online 7x24x365	Every report is a QBR	No leads lost during sales handoff Accurate sales-accepted percentages	Program results improving over time