zoominfo

Route

RingLead, a ZoomInfo Company

Transform your revenue operations into a well-oiled machine

Efficient lead routing is often difficult due to organizations facing changing personnel, account structures, and market conditions. To combat such fluctuations, revenue teams require a process that reliably and accurately routes records to an appropriate owner in a timely fashion.

The key to efficient revenue operations is sending leads to the right place at the right time. If a mid-funnel customer reaches out and connects with a salesperson who specializes in net new customers, they're not going to get the proper assistance needed to drive them to the end of the funnel.

With a flexible lead routing process in place that takes into account each type of data and changing conditions, you can rest assured that the demand your organization generates can be acted upon most effectively.

Benefits of Route

With Route, you can effortlessly create business rules that automatically route any type of data into your system based on any field or related object field. Intelligent lead routing will reduce your lead response time, streamline your account-based marketing strategy, and significantly improve conversion rates

**Note: You cannot access the full capabilities of Route without activating RingLead Cleanse.*

> **With RingLead's Route, we cut our Lead Routing time from 3 days to less than a minute - which had a huge impact on our sales effectiveness.**
>
> Matt Kromer
> CRM Marketing Manager at Spectrum

Effectively manage territories & assignment flows

Design and make updates to routing criteria using a nested workflow builder or with simple rules, without the need for complicated decision trees.

Customize any lead, opportunity, or account activity to trigger a lead to be assigned to a routing workflow. Develop criteria that auto-create opportunities, update specific opportunity fields, and notify owners of new opportunities assigned to them.

Ringlead orchestration processes solve common data problems that obstruct and cause dysfunction in routing workflows.

Ensure fair and optimized lead distribution with round-robin routing

Customize your round-robin lead routing via weight and cap to ensure optimized distribution amongst your sales team. Weighting allows for team members with varying levels of experience to tackle leads that are appropriate for them. Capping ensures that reps are not overburdened with too many incoming leads at once.

Easily monitor and improve your lead distribution process with activity reports and one easy-to-view dashboard. You can notify and assign Salesforce tasks to reps when an action is required, for example, notify a sales rep's manager if there is no activity on an assigned lead within 24 hours to ensure follow-up.

Maintain a healthy database

Perform recurrent updates to maintain the health and integrity of your database. For example, a batch process can be useful for conducting batch territory reassignments on records owned by inactive users.

About ZoomInfo

ZoomInfo (NASDAQ: ZI) is a leader in modern go-to-market software, data, and intelligence for more than 20,000 companies worldwide. The ZoomInfo platform empowers business-to-business sales, marketing, and recruiting professionals to hit their number by pairing best-in-class technology with unrivaled data coverage, accuracy, and depth of company and contact information. With integrations embedded into workflows and technology stacks, including the leading CRM, Sales Engagement, Marketing Automation, and Talent Management applications, ZoomInfo drives more predictable, accelerated, and sustainable growth for its customers. ZoomInfo emphasizes GDPR and CCPA compliance. In addition to creating the industry's first proactive notice program, the company is a registered data broker with the states of California and Vermont. Read about ZoomInfo's commitment to compliance, privacy, and security. For more information about our leading go-to-market software, data, and intelligence, and how they help sales, marketing, and recruiting professionals, please visit www.zoominfo.com.