



# Creating new digital distribution channels from existing social networks



## About us

Lucep's lead capture and distribution platform is the bridge that connects a customer's digital engagement to personal interaction with a salesperson, relationship manager or agent. Our technology has the power to supercharge sales and transform customer experience.

Our omni-channel engagement system captures leads from digital channels - such as website chatbots, social media, online forms - and directs them to the best people available to instantly respond. With the ability to integrate with customer intelligence and CRM systems, Lucep's platform empowers sales to have high-quality conversations for an accelerated and seamless personal customer experience. Our platform analytics links marketing dollars directly to sales, enabling marketing teams to optimize the effectiveness of digital marketing channels and grow digital sales.

Lucep has proven to increase lead generation through channels such as corporate websites by as much as 40% and increase online conversion rates by 50%.

Lucep currently works with Fortune 500 companies such as Metlife, Citibank, Banamex, Starwood Hotels, Mercedes Benz and more than 1,200 other businesses. We handle more than 5 million customers around the world every day. We also work with strategic partners such as Accenture, NTT Data and Dell.

[Lucep.com](http://Lucep.com)

Visit our site to request a demo!

### Turning social networks into lead engines

Lucep recently launched a highly effective personalized lead response feature specifically for the financial services industry.

This feature creates personalized links for relationship managers (RMs) and agents that can be shared via social media networks and messaging services such as Whatsapp, WeChat and Line. Prospective customers that click on the link will be directed to a centrally controlled campaign landing page, however, the lead will only be sent to the RM or agent who shared the link.



### The use case: Building a digital advocacy sales channel

Lucep's lead capture feature makes it easy for members of a sales team to use their existing social media networks and contacts to generate and capture leads digitally. A clear use case for this feature is the launch of a new insurance or financial product.

Digital campaigns for new products can struggle to generate a steady pipeline of leads. RMs and agents are not incentivized to use their own online networks to share product information or online campaign material because leads are captured via a centralized landing page and managed by the marketing team rather than distributed to them directly.

Lucep leverages the existing social networks of RMs and agents, turning them into lead engines. Our latest feature creates personalized referral links for your salesforce. Leads captured via central digital campaigns can now be routed directly to the RM or agent responsible for the prospective customer engaging with the digital campaign or reaching the landing page, within minutes.

This means that RMs and agents are now incentivized to promote official product material and digital campaigns, creating a new inbound digital advocacy sales channel. Using the Lucep platform allows sales teams to more entrepreneurial in their use of social media to digitally prospect for new customers, while maintaining brand consistency and control. This in turn drives more traffic to digital campaigns and organically increases marketing reach.

## Solving a digital sales challenge in financial services

### The challenge...

- RMs and agents are not incentivised to use their online networks because leads do not go directly to them
- Reliance on traditional, non-digital means to prospect for new customers
- Manual lead distribution and tracking, often with long lags in customer response time
- Financial services institutions lose out on organic traffic, audience reach and inbound leads

### Our solution...

- Prospective customers who engage with digital campaigns are referred directly to the RM or agent within minutes
- RMs and agents are incentivized to be entrepreneurial and use online networks to generate leads
- Financial services institutions can monitor leads, without spending time on lead distribution or manual tracking
- Generates engagement with digital campaigns and promotes RM and agent loyalty

## A winning value proposition



Lucep's ability to create new inbound digital sales channels and increase revenue ultimately led to our success in the MetLife collab 3.0 EMEA challenge, validating the value proposition of our platform and latest feature. We look forward to sharing the outcomes of our partnership with MetLife with you. Here's what one of the judges had to say:

*"We are looking forward to partnering with Lucep to develop this exciting solution further to drive value for our business and enhance the experience for our customers."* - Eric Clurfain, Head of MetLife EMEA.