

# IQLeads®

**Quest Analytics** provides banking sales lead generation software combined with integrated sales training.

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## Automation in Sales Lead Management

Quest **IQLeads®** is a new generation of software to automatically find and manage banking sales opportunities. IQLeads mines customer behavioral information to uncover hot sales leads. The leads are prioritized and delivered directly into the hands of your sales associates in the branch and contact center every morning.

In the past, CRM systems required sales associates to identify and interpret vast amounts of information with little respect for sales workflow. IQLeads automates the job of finding, distributing and tracking sales leads so your sales associates can focus on the most important part of the sales process which is interacting one-on-one with customers to close new business.

Banks and credit unions use IQLeads to close sales opportunities at rates of up to 52%. Daily leads yield consistent and predictable sales performance over time while delivering an individualized customer experience.

### Software Features:

- Easy to use sales lead and referral management solution with structured workflow
- Track new customer acquisition campaigns and manage outbound calling activities
- Snap-on software to Fiserv, FIS, Jack Henry and other core banking systems
- Deployment includes a comprehensive sales training program in addition to software training
- Automated lead engine finds the best sales leads resulting in monthly sales consistency
- Reasonably priced for small and mid-sized banks and credit unions