

Routing Pro: The No-code, Low-stress Way to Route Qualified Leads in your CRM in Real-time

PowerRouter assigns your qualified leads to the best-suited reps swiftly & accurately, in record times.

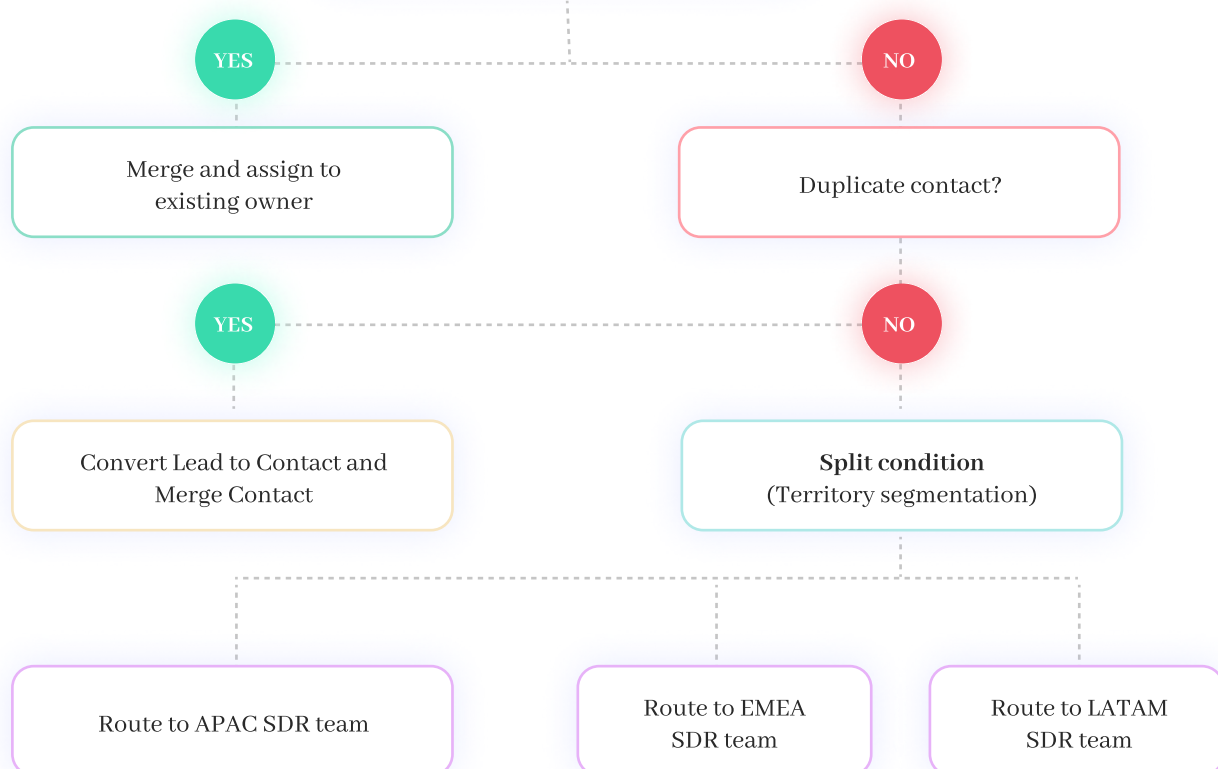
Workflow Trigger

The workflow is activated when a specific trigger event occurs such as

- New record created in your Salesforce
- Lead status changes from cold to hot

Appropriate conditions can be set to prevent assigning duplicate leads/contacts

Duplicate Lead



Additional criteria can be implemented to assign qualified leads to appropriate reps

(Ex: Distribute leads based on Company size)

SMB Team

Company size
< 100

Weighted round robin to following team members based on load and capacity



Mid-Market Team

Company size
> 100, <500

Weighted round robin to following team members based on load and capacity



Enterprise Team

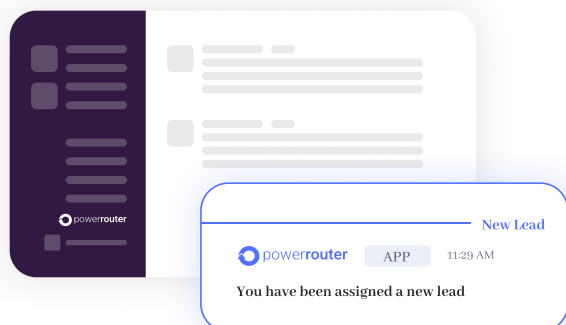
Company size
> 500

Weighted round robin to following team members based on load and capacity



Alert reps about new assignments & follow-up activities in real-time through instant notifications

Slack



Email

