ELITE
Enterprise Lead Input and Tracking Environment

This tool solves the problem of tracking sales leads in a closed loop fashion, as depicted in the figure below, in a simple and novel fashion, in a web-based environment.

ELITE has a rule based mechanism to carry out a variety of tasks. Essentially, business rules that are entered into the system in “plain English” in a prescribed format will spawn various processed at the software level, which would in turn culminate in specific actions by the system.

The rule-based engine handles a variety of tasks, such as lead evaluation, lead scoring, lead distribution, alerting, reporting, and sales process monitoring and control.

Elite features include:

- Comprehensive sales lead management
- Leads capturing from various marketing channels
  - (Websites, trade shows, seminars, direct marketing, etc.)
- Leads qualification, evaluation, enhancement, and distribution
- On-going tracking of lead progress
- Sales funnel reporting
- Information mining
- Call center integration
- Interface to ordering and provisioning/billing systems
- Order fulfillment tracking and management
- Equipped with voice browsing, enabled by state of the art text to speech and automatic speech recognition capabilities
ELITE – Components and Descriptions

ELITE – Functional Architecture