

# ENHANCE PRODUCTIVITY WITH MOITELE



## SUMMARY

**Protocol Leads** is a growing lead generation company, delivering the best consultation in lead generation, marketing, B2B databases and market research. Protocol Leads generate sales for their clients by focusing on online activities, consulting, and finding the best solution for the client's business.



## CHALLENGE

The lead generation team at Protocol Leads evaluated the efforts made by different team members. Multiple employees were duplicating efforts for processing the data resulting in low efficiency.

Protocol Leads understood they needed a better solution to address their following challenges:

- Ability to monitor activities and employees KPI's
- Collecting data in a timely manner
- Tools to improve employee efficiency
- Team management and campaign creation tools to simplify employee efforts



*"Data mining is a time-consuming job in our everyday operations. This task demands a good number of human resources.*

*Moitele's Team Management feature had made our daily job more accessible and productive with minimum resources."*

**Sushant Deshpande,**  
System Administrator, Protocol Leads





## SOLUTION

The team at **Protocol Leads** started using Moitele solutions and noticed the efficiency and smooth workflow with the employees.

### TEAM MANAGEMENT

The team could create different teams and assign role based access for the employees. Activities were streamlined, increasing productivity.

### CUSTOMER PORTAL

The administration had an overview on operational activities with ability to download crucial data. The user interface minimized need for training.

### PUBLIC DASHBOARD

The public dashboard feature generated daily/monthly reports, eliminating the need for additional data processing tools.





### KPI TRACKING

Team management tools offered better insights into employees and helped administration delegate tasks accordingly.



## IMPROVEMENTS WITH MOITELE

The team at Protocol Leads celebrate four satisfactory years with Moitele's solutions for their business. The executives at Protocol Leads continue using Moitele's team management feature to maximize employee's efficiency and overall productivity.

-  Role based access increased employee productivity and minimized waste of resources
-  Time-consuming tasks were further simplified with Moitele
-  Better delegation of tasks with KPI tools and maximizing employee efforts
-  Analytics and reports eliminated the need for external applications saving financial resources

