

Fixing Lead Management with a Rules-Driven Approach

How Decisions Empowers Marketing & Sales Operations with Advanced Lead Orchestration

THE PROBLEM

Poor lead scoring, inconsistent follow-up, and inflexible logic buried in CRMs are causing missed opportunities for marketing and sales teams. Slow IT-led changes and scattered processes prevent agile response to market shifts.

THE SOLUTION

Decisions puts the power of logic directly into the hands of the business so teams can rapidly adapt lead scoring, routing, and SLAs without writing code or relying on development cycles.

Decisions goes far beyond lead routing. It's an enterprise low-code rules engine built for high-volume, high-complexity insurance workflows that accelerates lead management—augmenting your CRM or lead ops tools with real-time control over enrichment, scoring, and routing logic.

Decisions empowers marketing and RevOps with a low-code rules engine that streamlines lead management, enabling real-time scoring, routing, and adaptation without IT delays.

DECISIONS RULE ENGINE DIFFERENTIATORS FOR LEAD MANAGEMENT

At a Glance

Challenge	How Decisions Solves It
Inflexible scoring logic	Visual rule editing by marketing without dev support
Slow or missed lead follow-up	Automated SLA enforcement & dynamic escalation
Inconsistent logic across tools	Centralized rules applied across all lead sources
Poor explainability	Point-in-time audit trail of every lead decision
High Risk Changes	Safe simulation, rollback, and shadow deployment

Key Capabilities Overview

Business-Controlled Logic

- Low-code visual rules editor
- Same-day updates
- No developer reliance

Real-Time Lead Orchestration

- Unified scoring, routing, suppression, escalation
- Real-time processing
- SLA and follow-up enforcement

Built for Scale & Compliance

- Full audit trails and decision logs
- Shadow testing and version control
- Built-in compliance reporting



Lead Scoring, Routing & Processing

Unified Lead Management

- Centralize logic across all lead sources
- Eliminate platform silos and misalignment
- Decouple logic from CRM/MAP systems

Dynamic Scoring & Enrichment

- Build composite scores with firmographic, behavioral, or predictive data
- Create models visually, no code required
- Simulate and version-test before going live

Instant Lead Processing

- Score and route leads instantly as they arrive
- Sub-second latency for high volumes
- Trigger rep assignment, workflows, or emails immediately

Adaptability, Experimentation & Customization

Agile Logic Management

- Adjust thresholds, scoring weights, routing flows
- Respond to new signals, regional rules, or campaign changes
- Update logic same day, without a dev sprint

Risk-Free Experimentation

- A/B test logic on live or historical traffic
- Run "shadow mode" simulations before publishing changes
- Full change history and audit tracking

Custom GTM Logic

- Tailor rules for partner programs, geo-routing, and channel models
- Start from existing Excel logic or scripts
- Extend via SDK and connect to any lead or attribution system

ABOUT DECISIONS

Decisions is a powerful, comprehensive low-code process automation platform that empowers businesses to streamline processes, optimize operational efficiencies, ensure regulatory compliance, and enhance customer experiences. Trusted globally across all industries, Decisions merges AI tools, a robust rules engine, workflow management, process mining, interface designers, and integration orchestration to help organizations code less and achieve more.

[See how at decisions.com](https://www.decisions.com)

MISSED LEADS ARE MISSED REVENUE

"Leads that aren't contacted in the first hour result in up to 80% loss in potential revenue." - Harvard Business Review / Lead Response Management Study

- Up to 55% of inbound insurance leads are never worked.
- 60–70% are contacted too late—often hours or even days later.
- At \$60 per lead, for example, a team generating 10,000 leads/month is wasting over \$300K before sales even gets involved.
- The hidden cost multiplies across CAC, conversion rates, and missed cross-sell opportunities.

You're not just losing leads—you're burning budget and leaving revenue behind.

Decisions fills the gap with a rules engine built to keep leads moving, scored, and assigned in real time—something CRMs and Martech simply can't do.

Every lead counts. Every second matters.

Schedule time to meet with our team to start reducing marketing costs while increasing ROI.



4588 Virginia Beach Boulevard
Virginia Beach, Virginia 23462

1-855-223-7227
info@decisions.com
decisions.com