

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 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

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.



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

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.

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://decisions.com)



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