You Rule With Lapps

LeadSquared Apps for Better Integration

Join 750+ happy businesses growing with LeadSquared
What gave birth to Lapps – Some Problems

What If I Told You

You need to change the logic that we changed 2 days back, AGAIN

If this happens, then that will happen.

hypothesis

conclusion

SO YOU’RE AN UNQUALIFIED PROSPECT

TELL ME MORE ABOUT HOW YOU WASTE PEOPLE’S TIME

2 PAGES?

AIN’T NOBODY GOT TIME FOR THAT

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Integrations - Strategy to Success
What is a Lapp?

- Allow you to write business logic on your own terms
- Can become brain of your process cycle
- Quick deployment to achieve quick integration
- Leave hosting, security, scalability worries to us
- Makes you independent to a good extent
Use Cases
Generic

Form/Landing Page
- Name
- Phone
- Email

Lead Create
- Name mapped to FirstName
- Phone
- Email

Lead Update
- First Name
- Last Name
- Phone
- Email

Lapp
- Strip Name into first and last Name
- Make first letter capital
- Update the lead
When Lead
- created in particular category
- category changes
- score more than x
- becomes customer
- etc...

Lapp
- Fetch lead details
- Create lead in different account

Lead Update
- First Name
- Last Name
- Phone
Edutech

Form/Landing Page
• Student Prospects

Lead Create
• With captured data

Lead Update
• Update student with modified values

Lapp
• Categorise students based on custom fields
• Calculate their eligibility score
Edutech cont..

- Create student in your in-house student management portal when lead(student prospect) enrolls
- Update how many students got referred by existing student
- Send custom emails to students mentioning pending documents
- Calculate education loan that can be offered
Finance

Update QuickBooks
• Send updated data

Lapp
• Fetch the updated values
• Do some custom calculations
• Update QuickBooks, if required

Lead Update
• Update selective fields of a lead
Finance/Admin/Legal cont..

- Sync data between your finance application and LeadSquared
- Send legal contracts and update their status via RightSignature or SignNow etc...
- Calculate pending amount if received in parts, take action
- Get Cibil score or use any other 3rd party validation or data service
- Calculate loan that can be offered, send email/update field
E-commerce

Capture Lead

Lapp
- Calculate category of customer based on purchase/interest value
- Update your marketing campaign email list/ad campaign list based on result

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E-commerce cont..

- Calculate loyalty points based on sales history
- Huge 3rd party integration is now possible like
- Generate payment
- Calculate education loan that can be offered, send email/update field
- Calculate pending amount if received in parts, take action
Hands On!!

1. Split the name to FirstName & LastName, fix extra spaces
2. Convert Sales Activity value to INR
Summary

• Update LS fields based on custom calculative rules
• Send personalized custom emails based on custom calculations
• Receive and update lead from any 3\textsuperscript{rd} party application, capable of sending data
• Update data in 3\textsuperscript{rd} party applications that are open to receive data
How much it costs??

NOW SHOW ME

EXPENSES

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## License Plans

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<tr>
<th>Plan</th>
<th>Limits</th>
<th>Note</th>
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Please note:
*Lapps will be enabled by default after the v1 release, you need to ask for beta access
**Not available for Lite, Pro and Basic plans
Closing Note

• Use Lapps to build your business flow to next level
• Spread the word, explore what people can imagine
• Integrate faster aka make it happen asap
THANK YOU FOR LISTENING

ANY QUESTIONS?