

EXPLORING LEADS-TO-SALES CONVERSION RATE IN A HOME-HEALTH CARE SETTING



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- One Life Home Healthcare, A Tattva Group Company was born out of a personal need to address the gap in home healthcare services in India.
- One Life is managed by a proven team of healthcare professionals. It integrates physicians, nurses and physiotherapists to bring care closer to patients.
- They follow a multi-disciplinary team approach to give a comprehensive clinical and step-down home healthcare



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01. RESEARCH QUESTION AND OBJECTIVE

RESEARCH QUESTION:

- 1) What is the Lead Conversion Rate?
- 2) What is the subsequent Lead-to-Sales Conversion Rate?
- 3) What are the factors leading up to these results?

OBJECTIVES:

- To analyze the reasons behind the Lead-to-Sales conversion gap.
- To suggest measures to mitigate this gap.

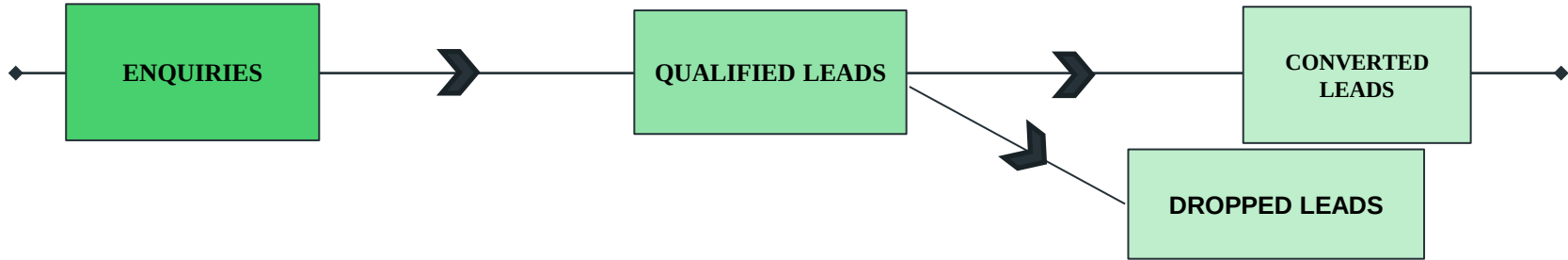


02. RESEARCH METHODOLOGY

- **Study design:** Observational descriptive study
- **Setting:** One Life Home Healthcare, Chennai
- **Study population:** Leads (patients and patient attenders)
- **Study tools:** Lead conversion rate and Lead-to-Sales conversion rate
- **Duration of the study:** 3 months
- **Sample size:** 500 Enquiries
- **Sampling technique:** Convenient sampling technique
- **Data collection technique:** Secondary data from Organization's database (LMS) maintained by Customer-Care Manager (CCM) in MS Excel for Financial Years 2019-2022 for Indian cities Chennai, Coimbatore, Bengaluru, and Pune.



LEAD FLOW PROCESS AND FORMULAE



- **Enquiries:** Enquiries are the requests that come from the potential customers.
- **Qualified Leads:** Qualified leads are the Enquiries that have the potentiality to become a business-generating lead to the organization.
- **Converted Leads:** Converted leads are the qualified leads that generate business of the organization.
- **Dropped leads/cases:** Dropped leads are the ones that no longer carry the potential of generating revenue to the organization.

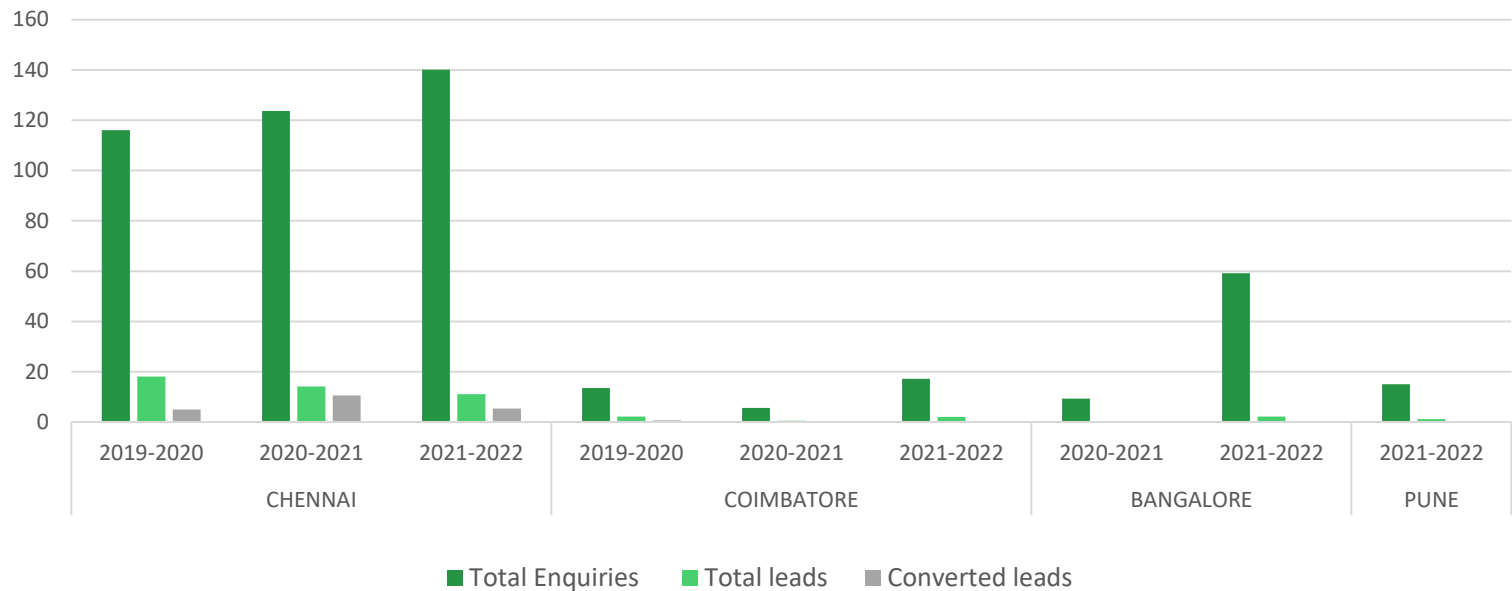
FORMULAE

Lead Conversion Rate: $\frac{\textit{Requests for available services}}{\textit{Total requests}} \times 100$

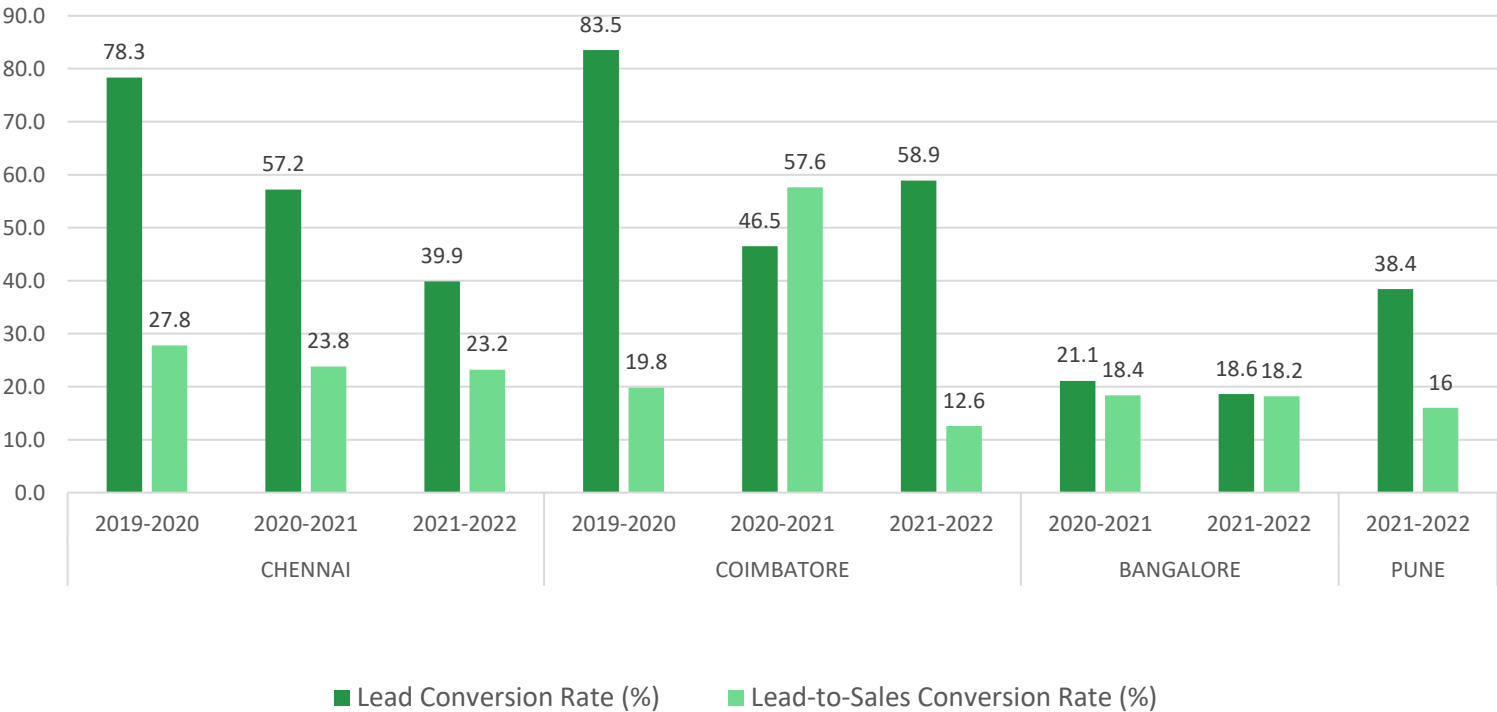
Lead-to-Sales Conversion Rate: $\frac{\textit{Converted leads}}{\textit{Total lead volume}} \times 100$

03. RESULT AND DISCUSSION

Branch-wise distribution of Enquiries, Qualified Leads and Converted Leads

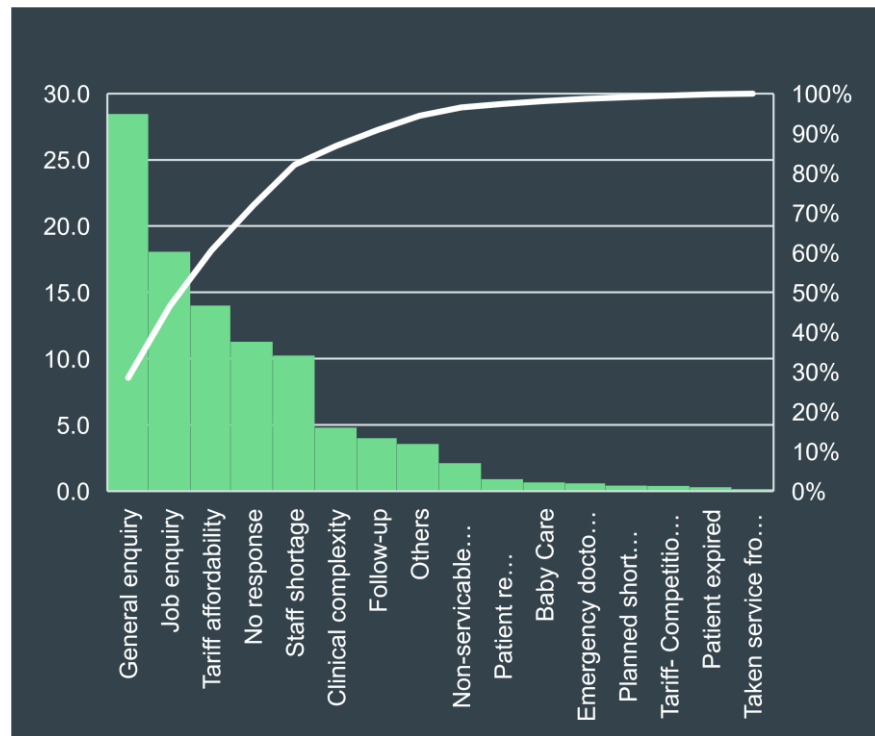


Representation of Lead Conversion Rate and the Lead-to-Sales Conversion Rate for all the Branches for FY 2019-2022



REASONS FOR CASE DROP

S.No	Reasons	TOTAL	%
1	General enquiry	142.3	28.5
2	Job enquiry	90.4	18.1
3	Tariff affordability	70.0	14.0
4	No response	56.4	11.3
5	Staff shortage	51.2	10.2
6	Clinical complexity	24.0	4.8
7	Follow-up	20.0	4.0
8	Others	17.9	3.6
9	Non-servicable (Distance)	10.5	2.1
10	Patient re-hospitalised	4.5	0.9
11	Baby Care	3.3	0.7
12	Emergency doctor visit	3.0	0.6
13	Planned short service	2.1	0.4
14	Tariff- Competition issue	2.0	0.4
15	Patient expired	1.5	0.3
16	Taken service from competition	0.8	0.16
		500	



04. RECOMMENDATIONS



1. REASON FOR DROPS

- General enquiry reasons to be more specific.
- To have a separate toll-free contact /call-to-action for job enquiries.

2. ENHANCING PRODUCT-TO-MARKET FIT

- Strengthening branding and marketing tropes.
- Expanding service scopes.
- Intensifying B2C approach
- Generating a stronger USP.

3. EXPANDING VERTICALS

- Equipment
- Psychotherapy
- Post-delivery care
- Speech therapy
- Laboratory
- Fitness training
- Dietician, food delivery
- Tie-up with MNC corporations, Elder-care community homes, etc.,

4. AMPLIFYING TECHNOLOGY

- Installing a strong digital team.
- Introducing Tele-consult, Mobile Ambulance services.
- Strengthening Social Media presence

05. CONCLUSION

Knowing the lead conversion and lead-to-sale conversion rates will help the organization evaluate how well their lead management approach is working. Then, they may use lead conversion tactics to boost their performance and convert more leads into paying customers.

By focusing on these rates, you can gain a better understanding of your customers, convert more customers and lower your CPA, boost your SEO efforts and increase your customer lifetime value.

THANK YOU!