

aws marketplace

LeadSquared

Reviews, tips, and
advice from real users



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Product Recap



LeadSquared

LeadSquared Recap

LeadSquared offers customizable CRM features that integrate seamlessly with existing systems, making it a valuable tool for automation and lead management with varied pricing options. It efficiently supports tasks, enhancing workflow through automation and integration with apps like Shopify and telephony systems.

LeadSquared's capabilities in lead conversion and efficiency improvement are recognized through its comprehensive CRM functionalities, providing insights into sales performance with call and email tracking alongside intuitive dashboards. While users experience efficiency gains and growth in their customer base, some areas require enhancement, including workflow automation, telephony integration, and stability in handling large campaigns. Addressing these stability issues with potential improvements in customer service response times and expanding functionalities like chatbots would significantly enhance user satisfaction.

What are the key features of LeadSquared?

- Customizable Integrations: Easily integrates with existing systems like Shopify and telephony apps
- Automation: Streamlines tasks, saving time and increasing efficiency
- Lead Management: Efficiently captures and manages leads
- Insightful Dashboards: Provides in-depth performance tracking through call and email tracking

What benefits or ROI indicators should users check in reviews?

- Lead Conversion Improvement: Noticeable increase in lead conversion rates
- Efficiency Gains: Significant time savings and task automation
- Customer Base Growth: Enhanced ability to expand customer reach
- Ease of Use: Minimal training needed for CRM capabilities

Industries such as real estate, education, and finance leverage LeadSquared as a central CRM system to capture and handle leads efficiently. It facilitates B2B and B2C sales processes by automating lead management and integrating essential communication tools like telephony and WhatsApp, resulting in improved sales efficiency and optimized customer interactions.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✔ “LeadSquared provides an overall platform that significantly helps reach candidates through phone calls and follow up with them, thereby raising ROI for customers.”



Shakti Anand

Senior Manager- Admissions at Sector 125

- ✔ “Since switching from Google Sheets to LeadSquared, I have seen significant outcomes; once we moved to LeadSquared, we have visibility, we understand which salesperson has how many leads and what the conversion rate is, we can measure all these things in LeadSquared, and this improved our decision-making, with the conversion rate increasing by about 30 to 35% after moving to LeadSquared.”



Anuj Tiwari

Gtm Operator, Lead Generator at 404Minds Technologies

- ✔ “LeadSquared has positively impacted my organization by facilitating smooth communication and lead management, for which I am very grateful.”



Verified user

Growth Associate at a educational organization with 11-50 employees

- ✔ “LeadSquared has created a positive impact on the organization as it has increased sales and customer engagement.”



Manojkumar Reddy

Associate Technology Consultant at a tech vendor with 10,001+ employees

- ✔ “LeadSquared has positively impacted my organization by allowing us to manage a lot of leads we previously could not handle effectively.”



Verified user

Team Lead at a tech consulting company with 201-500 employees

- ✔ “The most valuable feature of LeadSquared is an easy-to-understand user interface.”



Kauhslendra Singh

Business Development Manager at Drishti IAs

- ✔ “The most valuable feature of LeadSquared is the customization.”



PriyankaShah

Digital Marketing & Transformation Specialist at Bajaj Auto Limited

What users had to say about valuable features:

“LeadSquared's most valuable features are it comes equips with all the basic features of a CRM. It integrates well with our existing systems and is user-friendly..”

SenthilKumar1

Vice president at AKC Data Systems

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“The best features LeadSquared offers include working on leads and opportunities, and marking specific leads to the specific category that they belong to. It is useful because it is a simplified way, and everything is there. It is not a complex instance, though the recent update has presented some tougher parts compared to the previous UI, which was good..”

Verified user

Team Lead at a tech consulting company with 201-500 employees

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“I found the automations in LeadSquared to be really useful and the most valuable part of the tool. Once I create a segment or label of contacts, I can use the automation for that label, which significantly reduces my workload.

The simplicity of LeadSquared helps me in my day-to-day work by making tasks faster and reducing errors. With a minimalistic and clean design, I do not have to invest more time trying to figure out how to use the product. It is very evident and descriptive, allowing me to proceed quickly without spending a lot of time on understanding it. This saves time as I can identify label creations and use the sources, classifications, sorting, and filtering with ease..”

Verified user

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Growth Associate at a educational organization with 11-50 employees

“LeadSquared offers many features based on the selected pricing, whether it is a standard or premium option, allowing users to capture and manage all leads, categorize them into different segments, and ensure no lead goes unnoticed.

LeadSquared helps me categorize leads by capturing them from social media or other platforms. When a lead is captured, the sales team gets in touch with the person who made the inquiry, and when they receive updates via phone call or email, they can update the lead's status automatically through automation.

LeadSquared is currently working on many features including auto WhatsApp messages, chatbot messages, and reporting functionalities, integrating AI for custom reports, and allowing users to master the data and put it into tables..”

Manojkumar Reddy

[Read full review](#) 

Associate Technology Consultant at a tech vendor with 10,001+ employees

“The best features LeadSquared offers include the lead activity; the activities we are doing such as sales CRM and the dashboard stand out most for me. I would say this is a good one.

The dashboard feature provides valuable insights; whenever any salesperson is calling any lead, they understand in a better way. We see how many times they call, the talk time, and the exact duration they have spoken. We can recognize if they have updated the notes or not, what needs to be done, and if it's a hot, warm, or cold lead. So this information is clearly visible in the dashboard.

This dashboard feature is essential because we can create reports; we can pull reports that are also good and can be shared with the team. It may seem small, but it's effective for me.

LeadSquared has positively impacted my organization; my company has been using LeadSquared for quite a long time, but I just started using it about one and a half years ago. It is good and definitely gives me positive results. Earlier, we used to do CRM with Google Sheets, but now we integrate LeadSquared, and it is really good. We can understand what the lead stages are and which leads we need to call, all in one place. I really appreciate LeadSquared..”

Anuj Tiwari

Gtm Operator, Lead Generator at 404Minds Technologies

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“LeadSquared is easy to use from the client's perspective, and automations are straightforward to build. If you follow the mechanism and are clear about end goals, you can easily create automations. It is cost-effective for the organization and provides a wide range of features including integrations with various vendors offering communication platforms such as Gupshup and LimeChat. Creating automation setups is simple, and the follow-up procedure for leads is easy to implement with timely task reminders for prospective leads.

“LeadSquared has positively impacted the organization in that data is called on a real-time basis. The average turnaround time is now approximately 12 to 14 hours, enabling the first call on a lead to be made promptly, and there is no data leakage as every lead is addressed appropriately. Leads are nurtured rigorously through LeadSquared based on defined lead stages, with automation created to easily follow up with leads. When a lead is unreachable, a different set of automations and communications are sent. If they are in an opportunity state and ready for conversion, a different type of conversation is sent to prospective candidates. This process has increased the ROI rate for lead to form conversion. For fee collection, connectivity issues were a major challenge when calling candidates one-on-one; however, through automations, this goal is achieved. Although connectivity remains an issue with prospective candidates, the target audience is easier to reach through various WhatsApp, SMS, text, and emailer messages. LeadSquared provides a bot facility that sends leads in real-time, which are considered hot leads because students directly land on the website to search for programs at Amity University, leading to high conversion chances. LeadSquared provides an overall platform that significantly helps reach candidates through phone calls and follow up with them, thereby raising ROI for customers..”

Shakti Anand

Senior Manager- Admissions at Sector 125

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Other Solutions Considered

“Previously, the company used Google Sheets along with JavaScript for lead management and basic data analytics. As the company expanded, LeadSquared became an integral part of its development from the beginning..”

Verified user

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Growth Associate at a educational organization with 11-50 employees

“Before choosing LeadSquared, I explored other platforms such as GoHighLevel and Zoho, but I appreciated the activity capturing features in LeadSquared the most, such as measuring talk time and salesperson activity, which led me to decide to move to LeadSquared..”

Anuj Tiwari

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Gtm Operator, Lead Generator at 404Minds Technologies

“Previously, no CRM was used; it was all manual calling and manual data setup with no engagement metrics. There were no services to engage with candidates or leads through SMS, WhatsApp, or emailers. Reliance was placed on one-on-one emails or SMS sent manually, and everything was maintained on Excel or Google Sheets..”

Shakti Anand

Senior Manager- Admissions at Sector 125

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ROI

Real user quotes about their ROI:

“We are continuing to use the solution and driving value out of it. With LeadSquared, we have a central view of all customers, and we are able to market them better..”

PriyankaShah

Digital Marketing & Transformation Specialist at Bajaj Auto Limited

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“There is definitely a return on investment. For example, we do not need to manually update tasks since automations are configured to trigger and update the status automatically when specific conditions are met, thus saving both time and money on configurations..”

Manojkumar Reddy

Associate Technology Consultant at a tech vendor with 10,001+ employees

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“I can speak a lot about the return on investment; earlier with Google Sheets, we couldn't measure productivity. Now that we're using LeadSquared, we can measure the activities of the salesperson and their talk time. Based on talk time, we mark attendance, and productivity has significantly increased. The conversion rates, too, are better; they used to be lower, but they are now up by 30 to 35%. This monitoring has been crucial for us..”

Anuj Tiwari

Gtm Operator, Lead Generator at 404Minds Technologies

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“I have seen a return on investment. At the company I worked for, there were around 200 employees, and when I joined, there were 100 on-site employees along with 100 remote workers. With just 40 to 60 salespeople using LeadSquared, the revenue we brought into the company was significant, as it reduced the need for human interactions. Every sales person handled 50 to 60 new leads daily via LeadSquared, managing follow-ups and pipelines efficiently, which saved money, time, and reduced the need for extensive human interaction..”

Verified user

Growth Associate at a educational organization with 11-50 employees

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“Return on investment has been seen. Specific data cannot be shared, but the cost to lead conversion cost has improved due to the ability to reach out to leads in a timely manner. In previous years, lead cost was increasing because of lower conversion rates, requiring more leads to be acquired to achieve targets. Connectivity was the main issue observed in the EdTech industry, but with LeadSquared implementation and the reach it allows through automations, click-to-call, and other built-in features, connectivity rate with leads has increased, leading to higher conversion rates for lead to form..”

Shakti Anand

Senior Manager- Admissions at Sector 125

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Use Case

“LeadSquared is our central CRM system, in which leads from across platforms are captured and stored. It's our central system for calling and collecting leads..”

PriyankaShah

Digital Marketing & Transformation Specialist at Bajaj Auto Limited

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“My main use case for LeadSquared involved having multiple projects ongoing. Since I worked in the growth part of it, I used LeadSquared for creating and sharing landing pages, which is the website use case. I relied on it for lead generation, assigning leads to the sales team, monitoring email campaigns, and automating WhatsApp responses using menus and CTAs, designing the flow, scheduling calls, and for email campaigns and lead churning. I also set up automation for win-back campaigns to engage users in the main CRM..”

Verified user

Growth Associate at a educational organization with 11-50 employees

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“LeadSquared is primarily used for lead management and loan origination system implementation. In lead management scenarios such as auto sales or real estate, when a customer submits details regarding a real estate project, LeadSquared fetches the information, allowing the sales team to contact them regarding their query.

I am currently working on loan origination system implementation with LeadSquared..”

Manojkumar Reddy

Associate Technology Consultant at a tech vendor with 10,001+ employees

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“My main use case for LeadSquared is for CRM purposes; it's a CRM tool that I use for the lead journey and also for the dashboard.

Whenever I get a lead from any source, I import all the leads into LeadSquared, and then whatever the task lead is there, I assign it to my salesperson. The salesperson basically calls the lead, and then the activities go along as a CRM; that person is doing. Suppose they close the deal, they have to update the status and everything they have, so everything is managed in a very structured way..”

Anuj Tiwari

Gtm Operator, Lead Generator at 404Minds Technologies

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“My main use case for LeadSquared involves managing leads, phone numbers, and email addresses, talking to prospects, calling them, and utilizing the perfect CRM tools.

“For example, we receive a lot of leads from the company from different sources. We manage which opportunities are going to be called and the specific program. We call them, mark them as warm, and then specifically send the application as well as tests from LeadSquared.

“My team uses LeadSquared in the same way by sending payment links..”

Verified user

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Team Lead at a tech consulting company with 201-500 employees

“LeadSquared is utilized to capture leads and call on the data for lead to form conversion. When a prospective candidate searches for courses at one of the Amity University campuses on the website, they are required to fill an inquiry form available on the website. This information is captured in real-time in LeadSquared and distributed to available agents via distribution automation for calling purposes. After nurturing and re-nurturing mechanisms performed by automation on LeadSquared, leads are nurtured and pushed to fill the application form for their interested program at Amity University. Lead to form conversion is counted when a lead applies for a program by filling out the application form. Various combinations of automations are used to nurture leads, and the transition from form conversion to fee conversion is also handled by LeadSquared, with the team also calling manually on the data. Leads are nurtured through automations and WhatsApp messages, along with emailers regarding placements and student achievements at Amity University to create interest and build brand awareness, targeting students who are keen to pursue admission at Amity University campuses. The next use case follows the targeting of leads from form conversion to fee conversion, which is counted as final admission..”

Shakti Anand

Senior Manager- Admissions at Sector 125

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The pricing and setup cost were challenging to negotiate; LeadSquared provided high pricing but this was managed through negotiation. However, the basic problem with LeadSquared is that they tend to project pricing on the higher side and want to compensate by getting clients to take additional services that are required..”

Shakti Anand

Senior Manager- Admissions at Sector 125

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“The implementation process was very easy since it's a cloud solution. It's already installed by the provider. We just have to populate the data into the product, and that process is not very complex. That said, we have noticed it is missing some data regarding, for example, currency, and a few other things.

The deployment itself took one month or so. I did it mostly alone and with the help of my engineer. I did about ten days of work, and then another ten with the engineer..”

SigfridCecillon

CEO at Arsium

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Customer Service and Support

“I've reached out to technical support about ten or 20 times. I've been satisfied with their level of assistance. They respond very quickly. We tend to chat with them and they are quite friendly and responsive when we need them to. .”

SigridCecillon

CEO at Arsiium

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“The customer support for LeadSquared is quite good. I had one or two interactions where I experienced an issue and, after discussing it with my managers, they suggested I contact a technical supervisor from the LeadSquared team. My issue was resolved professionally and I was very satisfied with the assistance I received..”

Verified user

Growth Associate at a educational organization with 11-50 employees

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Other Advice

“LeadSquared is a must-consider product for anyone willing to buy a lead management or loan origination system. I would rate this product a 9 out of 10..”

Manojkumar Reddy

Associate Technology Consultant at a tech vendor with 10,001+ employees

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“The solution’s integration capabilities are very good. Recommending the solution to other users depends on the organization's budget and future aspirations. It also depends on how the organization wants to integrate the solution with the marketing cloud and its technology stack. I would recommend LeadSquared to a small organization that doesn't have an infrastructure in place.

Overall, I rate the solution a seven out of ten..”

PriyankaShah

Digital Marketing & Transformation Specialist at Bajaj Auto Limited

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“I advise others looking into using LeadSquared to start slow, watch some YouTube videos, and explore. It is not difficult at all. The appeal of LeadSquared lies in its feasibility and ease of accessibility. I encourage new users to explore the tool independently if they have basic technical skills and knowledge of CRM workings.

I would go back to using LeadSquared. I am very satisfied with it, and I believe I have covered everything during our conversation. My overall rating for this review is eight out of ten..”

Verified user

Growth Associate at a educational organization with 11-50 employees

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“We started using LeadSquared's basic functions. Currently, we are using the solution's features, such as automation, reports, automated emails, and marketing sections, which have increased our efficiency. LeadSquared has helped streamline our marketing campaigns. We initially didn't have marketing strategies or a platform with landing pages, but this changed after we started using LeadSquared.

LeadSquared is a SaaS based solution.

Overall, I rate the solution an eight out of ten..”

Kauhslendra Singh

Business Development Manager at Drishti IAs

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“LeadSquared is deployed in the organization on a private cloud using Amity's own cloud as the cloud provider. The data is stored on the private cloud, which is

Amity's cloud, and LeadSquared was purchased as a third-party solution to provide [CRM](#) services. The organization directly approached LeadSquared to provide CRM facilities to Amity University. There is a wide scope for improvement in LeadSquared to meet customer requirements and become market leaders in CRM cloud-based support for the EdTech industry. LeadSquared has only recently started with the EdTech industry, so improvements are needed according to EdTech industry requirements. With the implementation of new education policies and changes within the Indian education system, updates are particularly needed regarding the application portal. The current setup is being improved by opting for the application portal, ensuring the end-to-end journey remains intact with LeadSquared from lead to form to fees, all synchronized on the platform. LeadSquared is definitely recommended to others because it is economical compared to other CRM platforms reviewed during onboarding. Tremendous improvements have been seen in the platform from both client and product perspectives, along with enhanced user-friendliness. The customer support provided is easily accessible, which is crucial in the EdTech industry, especially during system collapses due to integration failures, requiring immediate support from vendors. This review has been rated an 8 out of 10..”

Shakti Anand

Senior Manager- Admissions at Sector 125

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“I'm focused on the dashboard; so whatever the salesperson is calling and they are working on the leads, we can understand in a better way. It's really good, and we can understand properly, such as if the salesperson is calling or not calling, and what is the activity of the lead, if they are moving that particular stage to another stage or not. All these things we can understand in the dashboard, which is good for the manager and good for the salesperson too. So I would say it optimizes the work.

Since switching from Google Sheets to LeadSquared, I have seen significant

outcomes; while using Google Sheets, we didn't get insight into what the productivity was. Once we moved to LeadSquared, we have visibility. We understand which salesperson has how many leads and what the conversion rate is. We can measure all these things in LeadSquared, and this improved our decision-making. The conversion rate increased by about 30 to 35% after moving to LeadSquared.

LeadSquared is deployed in my organization on a public cloud, and we use [AWS](#) as the cloud provider. We did not purchase LeadSquared through the [AWS](#) marketplace; we got some referrals from someone who called and suggested it to us, and based on that, we made the purchase..”

Anuj Tiwari

Gtm Operator, Lead Generator at 404Minds Technologies

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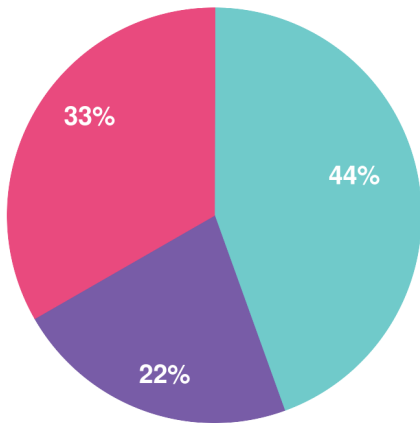
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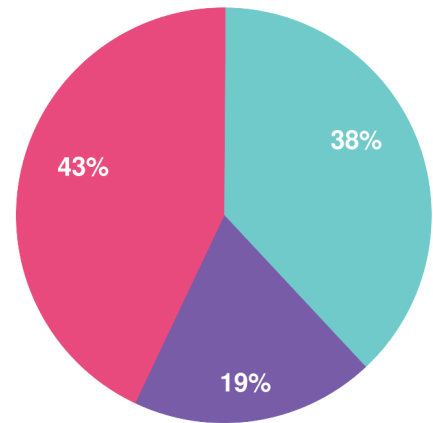


Company Size

by reviewers



by visitors reading reviews



Large Enterprise Midsize Enterprise Small Business

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