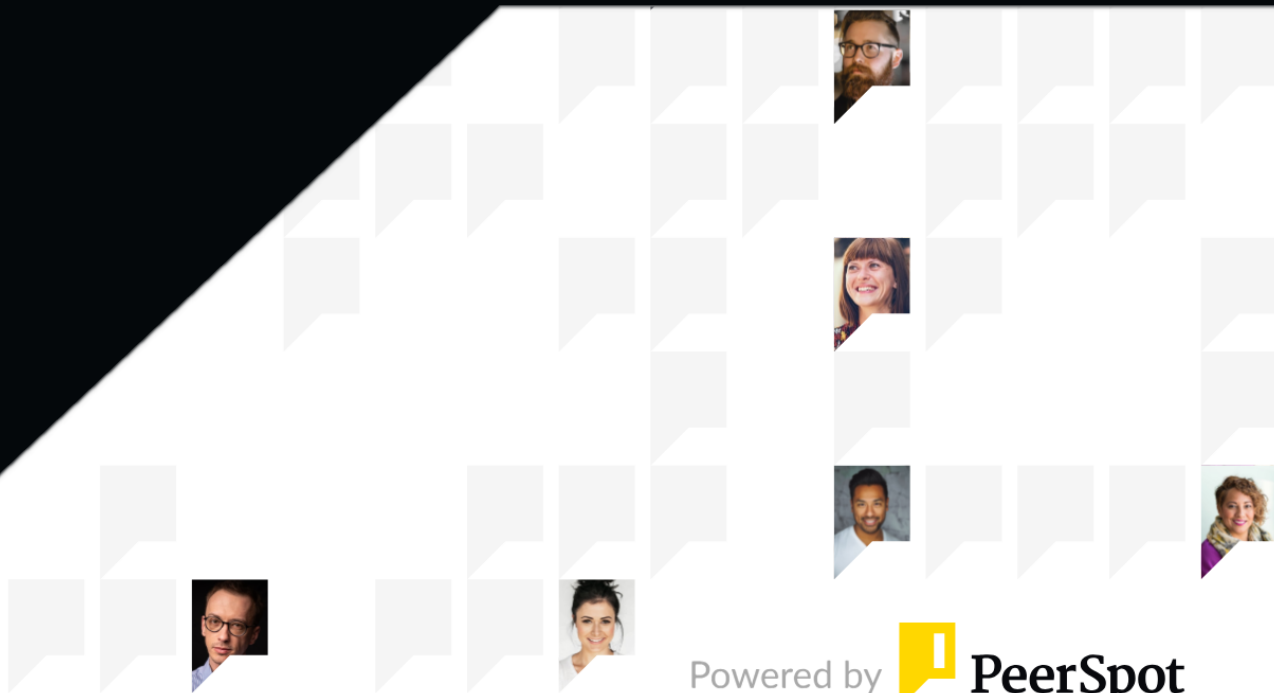


aws marketplace

LeadSquared

Reviews, tips, and advice from real users



Powered by  PeerSpot

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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:



“From a business perspective, it improves efficiency, accountability, and conversion rates, making it one of the most valuable capabilities in LeadSquared.”



Soumi Ganguly

Senior Project Manager at Epicor Software



“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



“The ROI was multiple-fold, as I leveled up with my initial LeadSquared investment within months thanks to new nurture and lead automation campaigns driving conversions, and I previously required three team members for tasks but streamlined that to one individual, yielding significant ROI as my retention and cancellation rates improved from 12% to 27%.”



Rishabh Kumar

Technical Project Manager at a tech vendor with 1,001-5,000 employees



“LeadSquared has helped my organization to reach out to the prospects in lesser time, and the data maintenance is 100% correct and reliable.”



Hsapra Hsapra

Crm Analyst at Univo Edtech



“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 as software is very good; it helps the sales organization to perform better because it helps in managing leads in a much better way.”



AmanK

Senior Manager Analytics at Infoedge



“Previously, the sales lead conversion rate was about 3,000 to 4,000 monthly, but now it has increased to 5,000, 6,000, or even 7,000 monthly conversion rates, significantly boosting our sales.”



Ashish Sharma_

CRM Expert

What users had to say about valuable features:

“LeadSquared is a user-friendly application that is easy to use for those from non-IT backgrounds, and it only requires providing one-time training so that they can catch up and utilize it. Initially, newcomers find it challenging to use LeadSquared and the Xanadu lead management system together, but after one or two uses, they become accustomed to it.

LeadSquared positively impacts my organization mainly through lead tracking, as it prevents anyone from misrepresenting their leads or managers about the leads, allowing me to easily track the progress, see where it stands, and identify any deficits, which are the specific outcomes and improvements I have noticed..”

Neeti Manikpuri

Business Analyst at a pharma/biotech company with 10,001+ employees

[Read full review](#)

“The best features LeadSquared offers include campaign management, where I can check which campaign is performing better and which is not.

LeadSquared has positively impacted my organization by continuously improving features. Recently, the reloading time has decreased significantly when using and refreshing the window, which now works smoothly, and the UI has also improved in recent days.

I have seen an improved sales rate with LeadSquared. Previously, the sales lead conversion rate was about 3,000 to 4,000 monthly, but now it has increased to 5,000, 6,000, or even 7,000 monthly conversion rates, significantly boosting our sales. .”

Ashish Sharma_

CRM Expert

[Read full review](#) 

“The filters that came with LeadSquared were the best features. We were typically able to filter down a couple of leads, which was finding a needle in a haystack. The filter feature was invaluable for segmenting leads.

“LeadSquared is an easy tool to adopt and get going with, as it is plug and play. My organization has stuck with it for more than five years and has not changed to any other CRM. From day one, I used LeadSquared. It was not a case of using another tool before and switching back to LeadSquared. I started my journey with LeadSquared only, so it was the first CRM tool I had my hands on.

“It has an easy user interface and is a simple tool, not complicated unlike other tools such as Salesforce. All the activities are logged, you can select the filters, and the homepage is sufficient where you get all the details about the lead. It is a pretty easy tool to understand and to have..”

Govardhan Rajput

ADR at a tech vendor with 1,001-5,000 employees

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“The best features of LeadSquared, and its biggest strength, is how everything works together. Every feature is good; email campaigns and marketing automations are tailor-made features particularly useful for SMB organizations. When managing a large volume of B2C, it is essential that campaigns and automations remain simple, avoiding complications. Knowledge transfer is straightforward, being a see-and-tell transformation rather than requiring cumbersome documentation for minor changes. Ease of access stands out, especially in terms of creating email campaigns. Even a non-experienced individual, such as a tech person, can create visually appealing emails thanks to the drag-and-drop and other creative opportunities provided by LeadSquared.

“The ROI was multiple-fold. I leveled up with my initial LeadSquared investment within months thanks to new nurture and lead automation campaigns driving conversions. I previously required three team members for tasks but streamlined that to one individual, yielding significant ROI as my retention and cancellation rates improved from 12% to 27%..”

Rishabh Kumar

[Read full review](#) 

Technical Project Manager at a tech vendor with 1,001-5,000 employees

“I think the best feature LeadSquared offers is the lead timeline journey. I have used a number of other software applications such as Zoho, NoPaperForm, and Marito. LeadSquared has a timeline journey, so once a lead enters the system for the first time, whether 10 years back or now in 2026, anything that happens with the lead in our environment is tracked. For instance, if 100 people called this lead, the entire journey is mapped. Whatever happens from the beginning, if a lead does any activity on the website, it gets tracked. If we send a message to the customer, that gets tracked. The main and very important feature in LeadSquared is their timeline journey. They have a beautiful and strong timeline journey. Additionally, they have a filter where we can filter the timeline journey. The timeline journey itself and the option to filter it are two very good features.

A smart salesperson uses the timeline journey in a very efficient way. Suppose they do not have any fresh leads. They can apply the timeline journey to see how many people whose leads were generated last month are now actively doing searches or adding products to the cart. I can give an example from Physics Wallah: suppose a student came to the website last year; we are not calling that student, and they are not buying our product. However, they keep watching our YouTube videos, watching our ads, and coming to our website. Every log of whatever they do in our environment gets captured in our timeline. A smart salesperson filters for people who have not registered but are using our product, such as a student watching a video for class 7. They filter these leads, perhaps based on a Lead Score, and then call them to close the deal.

LeadSquared has created a very positive overall impact. It helps a large sales organization perform better because LeadSquared has that level of scalability. Their infrastructure is very strong, and they have a huge team to support it. LeadSquared as software is very good; it helps the sales organization to perform better because it helps in managing leads in a much better way..”

AmanK

Senior Manager Analytics at Infoedge

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“The best features I have seen in LeadSquared include its capability for managing leads properly, as lead management and lead tracking capture multiple sources, track every interaction, and provide complete visibility. Additionally, automated lead assignment is one of its strongest capabilities, allowing leads to be automatically assigned based on geography, source, or product. The sales automation features enable us to automate follow-up tasks, creation, alerts, reminders, and escalations all from one platform. Lead scoring and prioritization stand out because they automatically score leads based on engagement and behavior, helping the sales team focus on conversion-ready prospects. The real-time dashboard and reporting capabilities are very helpful for me as a project manager, providing live visibility into the lead funnel, sales performance, and assisting in calculating conversions and revenue as well.

For me, the most used features are automated lead assignment and workflow automation, along with real-time reporting and dashboards. It stands out because, from my team's perspective, workflow automation transforms LeadSquared from a simple CRM into an automation platform, eliminating manual work. Without automation, the sales team would have worked manually on tasks such as assigning leads and creating follow-up tasks, which would have cost us more time. It also ensures no lead is missed, addressing a common problem of lead leakage, and has improved SLA compliance, alerting managers if leads are not contacted within fifteen minutes. It is highly customizable, and for me, workflow automation stands out by automating repetitive sales and operational activities, ensuring leads are acted upon within SLA timelines and reducing lead leakage. From a business perspective, it improves efficiency, accountability, and conversion rates, making it one of the most valuable capabilities in LeadSquared.

LeadSquared has positively impacted my organization by bringing greater visibility and control over the lead life cycle. Earlier, lead tracking and manual follow-ups were dependent on individual ownership and involved significant manual effort. With LeadSquared, the lead capture, assignment, and follow-up process became standardized and automated, turning it into a process-driven system. From a business perspective, it has improved response times, reduced the risk of lead leakage, and provided management with real-time reporting on pipeline health

and team performance. The workflow automation capability has reduced manual efforts for sales and operations teams, allowing them to focus more on customer engagement rather than administrative tasks. The biggest positive impact, in my view as a project manager, is the value in reporting and dashboard capabilities, which provided clear visibility into KPIs, bottlenecks, and overall process effectiveness, thus enabling better stakeholder communication and decision-making, resulting in better operational efficiencies and stronger conversion management..”

Soumi Ganguly

Senior Project Manager at Epicor Software

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Other Solutions Considered

“From day one, I used LeadSquared. It was not a case of using another tool before and switching back to LeadSquared. I started my journey with LeadSquared only, so it was the first CRM tool I had my hands on..”

Govardhan Rajput

ADR at a tech vendor with 1,001-5,000 employees

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“Before LeadSquared, I used Salesforce. The switch stemmed from moving to a different organization, leading to a need for a CRM suitable for a different audience and workflow..”

Rishabh Kumar

Technical Project Manager at a tech vendor with 1,001-5,000 employees

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“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

Gtm Operator, Lead Generator at 404Minds Technologies

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“I have not used any other solution in the last three organizations; we have been using LeadSquared throughout. The integration may differ as some integrated LeadSquared through HubSpot and others through Salesforce, but LeadSquared itself was used consistently..”

Soumi Ganguly

Senior Project Manager at Epicor Software

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“I believe they evaluated other options before choosing LeadSquared, specifically looking at Zoho CRM and Microsoft Dynamics 365. I was not directly involved in the initial vendor evaluation process, which usually focuses on business requirements, ease of implementation, customization, and cost. They ultimately switched to LeadSquared after exploring options such as Zoho CRM and Microsoft Dynamics 365..”

Soumi Ganguly

Senior Project Manager at Epicor Software

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ROI

Real user quotes about their ROI:

“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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“The ROI was multiple-fold. I leveled up with my initial LeadSquared investment within months thanks to new nurture and lead automation campaigns driving conversions. I previously required three team members for tasks but streamlined that to one individual, yielding significant ROI as my retention and cancellation rates improved from 12% to 27%..”

Rishabh Kumar

Technical Project Manager at a tech vendor with 1,001-5,000 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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“We have seen a return on investment with LeadSquared because earlier we needed many more employees due to significant manual intervention. Time was a crucial aspect for that; for B2B conversions, it used to take an average of fifty days, but it is now down to thirty days, which is a good sign. Therefore, I definitely observe a return on investment, which is why the company continues with LeadSquared since the past four years, and I hope it will continue for many years to come..”

Soumi Ganguly

Senior Project Manager at Epicor Software

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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[Read full review](#) 

Growth Associate at a educational organization with 11-50 employees

“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[Read full review](#) 

Senior Manager- Admissions at Sector 125

Use Case

“My main use case for LeadSquared is to manage the leads, set up priorities, and maintain hygiene when it comes to sales conversion.

Usually, a lead comes to us through our CRM, and then I adjust that same lead in LeadSquared while making calls also from LeadSquared to ensure all possible notes and action items are captured properly. Through this process, we maintain hygiene, and we have seen better qualification in leads, with leads that were getting lost in the earlier stages now being addressed at the first stage with proper maintenance through LeadSquared..”

Soumi Ganguly

Senior Project Manager at Epicor Software

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“I have used LeadSquared for almost five years. It was primarily a CRM tool that we used for managing all lead data, call logs, and emails that would get logged into it. When new leads were generated, they would be routed to us through LeadSquared as well.

“LeadSquared functioned as a basic CRM for our needs. For example, if I received 10 leads or 10 prospects who downloaded our application, I would call them with all the numbers and details available in the system. In cases where calls were not connected, I would send them an email through LeadSquared. I would continue following up, booking demos, catering to their needs, and logging all the details in LeadSquared..”

Govardhan Rajput

ADR at a tech vendor with 1,001-5,000 employees

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“My main use case for LeadSquared is CRM, which includes dealing with leads, contacts, companies, and accounts.

For managing leads or contacts, I use LeadSquared to manage leads from various sources, capturing meta details from every source. It captures the lead side, and after that, people convert it into deals plus contacts, creating both a deal and a contact.

To manage automation, I can implement a round-robin process to automatically assign leads as a round-robin.

The campaign management feature is used by the marketing team to manage campaigns, determining which campaigns perform better so they can create more campaigns that are successful. This leads to increased sales.

An example of how LeadSquared helps with workflow automation in our organization is the round-robin process, where whenever a lead is captured, it is automatically assigned to different people, ensuring equal distribution of leads. .”

Ashish Sharma_
CRM Expert

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“My main use case for LeadSquared involves client management and customer tracking systems for registration and property registration tasks, especially with Xanadu realty, which is proprietary-based and uses the Xanadu lead management system directly linked to LeadSquared. In the Xanadu lead management system, I track the voice and KPIs of clients, noting how many projects each customer has visited, and then I track it in LeadSquared to document all the details of customers who have registered properties on the Kumars project, regardless of their location in East Pune, West Pune, South, or North. Based on this data, I mark the track on particular customers and different customers who can help me predict which projects they might choose, why, and how much they are willing to spend—all thanks to LeadSquared.

I track the KPIs from the first entry of the customers because a single customer may visit properties using different numbers, but I already have a record in my system by the single number. Sometimes outsourcing channel partners may influence customers to purchase properties with big discounts, yet they lose the existing offers I presented during their first visit. The first entry of the customer into the Xanadu lead management system and subsequent tracking in LeadSquared allows me to track their KPIs using their preferences and needs, such as preferred locations, property types, investment duration, purchase purposes, and desired floors. I track all similar customers using these KPIs, and I find that almost seventy to eighty percent of customers share the same preferences, so that is how I effectively track key KPIs..”

Neeti Manikpuri

Business Analyst at a pharma/biotech company with 10,001+ employees

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“I am associated with the sales analytics team, and our primary use of LeadSquared is as a sales CRM. In previous organizations, such as BYJU'S and Physics Wallah, we had very large sales teams of around 10,000 to 15,000 users, so LeadSquared was mainly used as a sales CRM.

We use LeadSquared for sales users, and LeadSquared functions as a sales CRM. All leads generated from our different sources, including online sources such as YouTube, Facebook, Instagram, and our website, or from offline modes where we conduct BTL and GTL marketing activities, are pushed to LeadSquared through various APIs and uploads. Once leads enter the system in LeadSquared, a sales user calls these leads and marks the disposition on them. LeadSquared is fundamentally a platform where we manage our leads, track how many leads are being generated, and assign generated leads to the sales team based on their product type, language preference, and location. Once a lead is assigned to a LeadSquared sales user account, the sales user calls the lead, sends WhatsApp messages, emails, and notifications. Once they call these leads, they update the stage of the lead, for example, from prospect to qualified, qualified to follow-up, follow-up to interested in product, and interested in product to buy. LeadSquared helps the sales team manage leads efficiently.

We also use LeadSquared for various report automations related to sales team productivity. These automations include the number of active users per day, the number of active agents per day, the number of dials, connects, unique dials, unique connects, total talk time, number of payments received, category-wise payments received, and the lead funnel. We can see the total number of leads available by lead type and which bucket these leads are in. For example, if we have 100 leads, we can see how many are in the prospect stage, how many are in the qualified stage, and how many are ready to pay. Apart from this, LeadSquared also helps with small analytics and automation tasks..”

AmanK

Senior Manager Analytics at Infoedge

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“My main use case for LeadSquared is automations and email campaigns. By automations, I mean lead nurture campaigns. For instance, when I work with LeadSquared, I create campaigns for B2C users. Whenever a B2C user lands on a website, I capture their details when they sign up. Based on their actions, steps taken on the website, and how they have interacted with the product, I capture the events and send them into different nurture campaigns. These nurture campaigns include email campaigns and sales-led campaigns as well, such as assigning newly created leads to the sales team so they can follow up and convert them into paid subscribers.

“The second use case is for email automation, where I utilized the campaign module, particularly the email campaign module, extensively for one-time and automated communication. It is quite easy to create email templates with a drag-and-drop option, using different placeholders for personalization. For example, for a promo coming up, I had a 14-day cadence for that promo, where I sent email campaign announcements and promo announcement emails. Depending on whether the user interacted with the email or replied, I forwarded them to different nurture campaigns, either sales-led or organic campaigns, all handled through LeadSquared email automations.

“Another thing I used LeadSquared for is LeadSquared apps. Every CRM has its own integrations and third-party applications for seamless integration. I integrated LeadSquared with several apps such as Zapier to ensure good communication across third-party integrations. Zapier was especially useful for integrating tools that did not have native integrations. I also used webhooks to ensure that data and events I captured—such as the creation of new leads or lead qualification, status changes for leads—were updated in real-time in my system. This helped different platforms synchronize without manual updates. Operationally, I typically integrated the CRM with internal systems, synchronized my marketing platform, triggered notifications, and app notifications for different use cases of paid users. Whenever I required real-time communication and flexible API-based integrations, I extensively used webhooks.

“With LeadSquared, I was dealing with a B2C SMB operation catering to a niche audience, where retention is crucial. By building out automations, I was able to

create cancellation and refund triggers, ensuring I retain users canceling for unknown reasons. Previously, I could not assist or address concerns before cancellations due to the lack of insights into user dissatisfaction. I designed automations for refunds and cancellations based on user engagement and identifying users at risk of churn. My closed conversion rate increased from 14% to approximately 27% through these efforts, which I initially tested before broader implementation..”

Rishabh Kumar

Technical Project Manager at a tech vendor with 1,001-5,000 employees

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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.

“LeadSquared is an easy tool to adopt and get going with, as it is plug and play. My organization has stuck with it for more than five years and has not changed to any other CRM..”

Govardhan Rajput

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ADR at a tech vendor with 1,001-5,000 employees

“My experience with pricing, setup cost, and licensing was good. The sales team and pre-sales team are very helpful and they guide our team very easily. Pricing depends on the account size, and the setup cost was quite minimal and it was a reasonable charge for the setup that they have done..”

Hsapra Hsapra

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Crm Analyst at Univo Edtech

“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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“For us, LeadSquared is typically deployed as a cloud-based SaaS CRM platform. The deployment starts with understanding our sales and marketing processes, lead journeys, and stakeholders. Based on the requirements, we implement lead stages, workflows, user roles, and permissions. After configuration, if data migration is necessary, it is performed, followed by user acceptance testing, training sessions, and going live. Post-deployment, we monitor adoption, optimize workflows, and implement enhancements based on business feedback..”

Soumi Ganguly

Senior Project Manager at Epicor Software

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Customer Service and Support

“Customer support is great. They try to solve the problems as soon as possible and explain the new features. They provide an account manager in addition to customer support that helps to build new automations or different processes or new integrations..”

Hsapra Hsapra

Crm Analyst at Univo Edtech

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“Regarding LeadSquared's AI capabilities, it is good as per our requirement. We require that if someone is not able to use it on their phone, or if we need to restrict any IP, it is good because no one can log in then. However, the main point is that it could be more secure..”

Verified user

Assistant Manager at a insurance company with 10,001+ employees

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“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. .”

SigfridCecillon

CEO at Arsium

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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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“Regarding support, I feel it should be more proactive, with spontaneous responses. Whenever I raised queries, I experienced longer wait times and had to wait for proper responses that were sometimes passed between multiple people. I believe when I ask a question, it should be assigned to the right person at the right time to reduce time consumption on both ends.

Initially, my experience with customer support was quite poor, with long wait times, fuzzy responses, and the right person not being assigned to handle specific questions, often leading to time lost transferring chats. However, over time, I feel it has improved, though there is still significant room for improvement, particularly regarding execution times. Earlier, responses sometimes took up to twenty-four hours, but currently they are replying much faster..”

Soumi Ganguly

Senior Project Manager at Epicor Software

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Other Advice

“LeadSquared is very good software. If you have a very large sales team, you can definitely use it. If you are in a calling sales environment, then LeadSquared is a very good application. I would rate this review highly based on my positive experience with LeadSquared. The interaction should be one-to-one and human to human rather than in an AI mode..”

AmanK

Senior Manager Analytics at Infoedge

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“My advice to others looking into using LeadSquared is that it is easy to use and the development can be done very quickly. There are no complexities. If you have basic knowledge of CRM system and your logics are correct, it can be very helpful in increasing your conversions and keeping track of all your prospects. I rate LeadSquared an eight..”

Hsapra Hsapra

Crm Analyst at Univo Edtech

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“I am not recalling all the features right now, but I can definitely say that LeadSquared is best for managing contacts and managing leads.

Actually, I have not used LeadSquared for a long time, so I am not recalling any features or specifics about the dashboard or reporting at the moment.

I do not have any thoughts on integration improvements right now, but I will share any feedback on that soon.

I would advise others considering LeadSquared to utilize it, especially if they are starting a startup, as it will provide knowledge on managing leads and how it can be linked with their applications or other tools they may need. I provide this review with a rating of eight out of ten..”

Neeti Manikpuri

Business Analyst at a pharma/biotech company with 10,001+ employees

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“My advice is to ensure transparent categorization of leads before creating automations, as the success of LeadSquared hinges on clarity in lead categorization. Being clear about categorizing leads simplifies the process.

“Overall, LeadSquared strikes a good balance between functionality and usability. Its automation capabilities remain a significant differentiator, with AI features evolving to enhance sales and productivity. I encourage not to stress over potential difficulties, as segmentation and personalization challenges can be efficiently managed. The tool is structured to answer your inquiries if you know how to ask, making it effective for lead management and efficiency despite a few drawbacks regarding reporting and UI. I recommend this tool to anyone looking to scale their operations in B2C or B2B outreach. I rate this product a seven overall..”

Rishabh Kumar

Technical Project Manager at a tech vendor with 1,001-5,000 employees

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“I have mentioned everything about the features of LeadSquared that was

possible. I would appreciate understanding the immediate priorities for this, such as what immediate changes LeadSquared can bring and how we can implement those for a customer delivery project.

While I do not have the exact organization-wide figure, based on team observations, we have noticeably improved lead response time and follow-up compliance. Lead assignment used to take two days, but now it is done within seven to ten minutes after we receive the lead. Operational efficiencies regarding tracking and conversion have also improved, with follow-ups that used to take at least two working days now reduced to twelve hours through automated emails, which I believe is a significant impact.

I advise organizations looking to automate manual tasks that are costing significant time and affecting conversions to consider LeadSquared, especially if they lack visibility as leadership on data and dashboards. Using LeadSquared can ease their job, reduce tracking time, and greatly improve sales conversion. I would rate my overall experience with this solution as eight out of ten..”

Soumi Ganguly

Senior Project Manager at Epicor Software

[Read full review](#) 

“LeadSquared's governance and security regarding its AI capabilities are better than other CRMs.

The accuracy and reliability of LeadSquared's AI capabilities are great, as it shows the correct leads, deals, and contacts I search for every time.

LeadSquared is deployed as a cloud-based solution in my organization.

LeadSquared handles reporting and analytics for our team easily, making it simple to access and understand data, whether by department or responsible person.

LeadSquared's performance and speed when handling large volumes of data or users are great, as it shows results in the exact time expected without delays.

I receive updates or new features from LeadSquared through their main website or social media channels such as LinkedIn, Facebook, and Instagram, where new features are announced.

I would advise others considering LeadSquared to use it if it fits their organization as it is far better than other CRMs and can significantly help save and increase sales day by day. I rate this product a 9 out of 10 overall. .”

Ashish Sharma_
CRM Expert

[Read full review](#) 

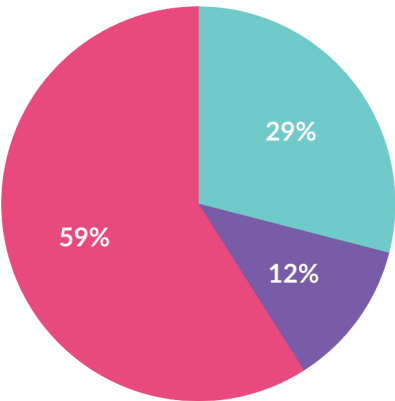
Top Industries

by visitors reading reviews

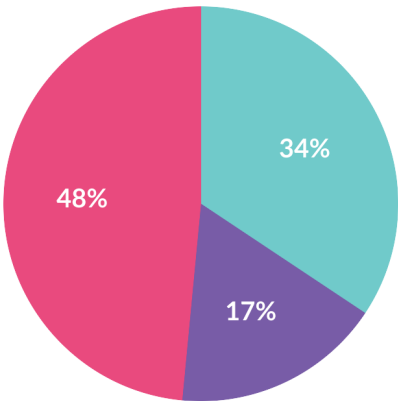


Company Size

by reviewers



by visitors reading reviews



Large Enterprise Midsized Enterprise Small Business

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