



Duplicate Management System (DMS) Benefits & Objectives

Benefits:

The Duplicate Management System (DMS):

- 1) Increases efficiency and accuracy of duplicate and reinquired lead detection with automation.
- 2) Reduces overall lead costs through instant reporting for processing reimbursements.
- 3) Eliminates guesswork and hours of time tracking down duplicates by phone.

Objectives:

The Duplicate Management System (DMS):

- 1) Offers flexible rules for determining duplicates from web forms.
- 2) Identifies and tracks possible duplicates in the Profile.
- 3) Details the process for handling and identifying duplicate, reinquired, invalid, and credit leads.
- 4) Reassigns leads that reinquired if they belong to an inactive or suspended representative.
- 5) Transfers duplicate, invalid, and deleted leads outside of PM for tracking and storage.
- 6) Reports on lead totals for duplicate, reinquired, invalid, credit, and deleted leads.
- 7) Reports on lead detail of duplicate, reinquired, invalid, and credit leads for the purpose of tracking and obtaining reimbursements from lead vendors.
- 8) Matches original lead to duplicate lead for comparison and increased refunds.

Introduction:

The Duplicate Management System (DMS) tracks web form submissions in PM and offers:

- 1) Quick Summary reports of Totals and Billing information for user-defined reporting periods
- 2) Detail reports for providing vendors with specific information to justify reimbursement for the following reasons:
 - a. Verified Duplicate Lead – web form submissions that were originally added to PM as a new lead, but were later determined to be a duplicate.
 - b. Reinquired Lead – web form submissions that were immediately detected as a duplicate of an existing lead.
 - c. Invalid Lead – web form submissions or manually entered leads that were added as a new lead and determined unable to contact due to inaccurate phone AND e-mail information supplied by the vendor OR otherwise did not meet the basic requirements for payment.
 - d. Credit Lead – web form submissions or manually entered leads that were added as a new lead and determined unable to contact due to inaccurate phone OR e-mail information supplied by the vendor.
 - e. Deleted Lead – web form submissions or manually entered leads that are deleted from PM for various reasons, including testing and non-billed submissions.