

# EEASY LEADS - TOP TIPS

## HELPING YOU TO CAPTURE QUALITY LEADS

If it's an existing BT or EE customer, make sure you validate them in Advisor Hub, **before** launching EEasy Leads.

Did you know? The script has recently been shortened, based on your feedback.

Read the mandatory consent script for **every** EEasy Lead conversation to ensure we're able to use the lead.

For Smart Home security, we **always** need to ensure leads for the this product have a call consent and are an existing EE Mobile customer. If they don't we can't make contact, so no reward.

Confirm with your customer how they'd like to be contacted, please don't assume.

Make sure your customer is eligible for the product before raising a lead - it isn't a good experience if they can't take it further down the line.

EEasy lead consent is separate for General Marketing Permissions. If a customer wants to opt out, check the Albert Know How Guide.

Ensure you summarise the lead to make sure all details are correct **before** submitting.