



## Enhancing Lead Quality and Vendor Relationships with Phone Validation API LeadScorz Case Study

### Overview

Maintaining a high-quality lead pipeline is crucial for the success of education institutes. [LeadScorz](#), a leading provider of predictive lead scoring and grading tools, had a higher-education client, [Berkeley College](#), who faced significant challenges due to non-contactable leads and high return rates, which strained operational efficiency and impacted their relationship with suppliers. To address these issues, LeadScorz implemented [Phone Validation API](#), resulting in a 50% reduction in bad phone numbers.

### The Challenge

LeadScorz's customer was frustrated with the persistent issue of non-contactable leads, which hindered their ability to effectively engage with leads. Additionally, the high return rates of these leads burdened their operational processes and strained their relationship with suppliers, as the quality of leads received was deteriorating.

### The Solution

Our team recommended Phone Validation API, which verifies the authenticity and reliability of phone numbers in real-time. Integrating this phone validation solution enabled the client to identify and filter out uncontactable leads at the front end of the process.

### The Impact

Implementing [Phone Validation API](#) led to a 50% reduction in bad phone numbers, improving the overall quality of leads. Additionally, there was an across the board reduction in negative dispositions, such as do not call or remove from list requests and answering machines. The client's lead management processes became more streamlined and efficient, and they could identify and reject disconnected phone numbers in real-time. By sharing real-time feedback with the vendor, the client was able to foster a collaborative relationship, leading to improved lead quality and a more sustainable partnership.