

Abstract

Lead generation is a fundamental strategy for driving customer acquisition and satisfaction in today's competitive business environment. This study explores lead generation techniques and their impact on customer satisfaction for "ACTi Learn," an educational services provider in Chennai. The research aims to assess the effectiveness of various lead generation strategies used by ActiLearn, including digital marketing, referral programs, and direct outreach, and their influence on customer perceptions and satisfaction levels.

Data was collected through surveys, interviews with existing and potential customers, and analysis of ACTi Learn's lead generation efforts over a specified period. The study evaluates key factors such as lead quality, conversion rates, and the customer journey from initial contact to enrollment. The findings reveal that ActiLearn's focus on personalized communication and targeted marketing campaigns results in high-quality leads and customer satisfaction. However, the study also highlights areas for improvement, including streamlining follow-up processes and enhancing post-enrollment support.

The research concludes with recommendations for ACTi Learn to improve its lead generation strategies by adopting more advanced marketing automation tools, refining customer segmentation, and increasing engagement through multiple touchpoints. By optimizing lead generation practices, ACTi Learn can enhance customer satisfaction, increase retention, and achieve long-term growth in the competitive education sector.