



OMEXAOS LEADS · PRODUCT CATALOGUE

Capture, track and convert every lead from any form you can build.

Capture every enquiry, route it to the right person and see it
through to won or lost.

What Leads takes off your desk



Enquiries scattered across inboxes

A form email here, a spreadsheet there.
Nobody can say how many enquiries you have,
or where any one stands.



Nobody owns the lead

A lead that belongs to everyone belongs to no
one, and the ones that convert are the ones
somebody chased.



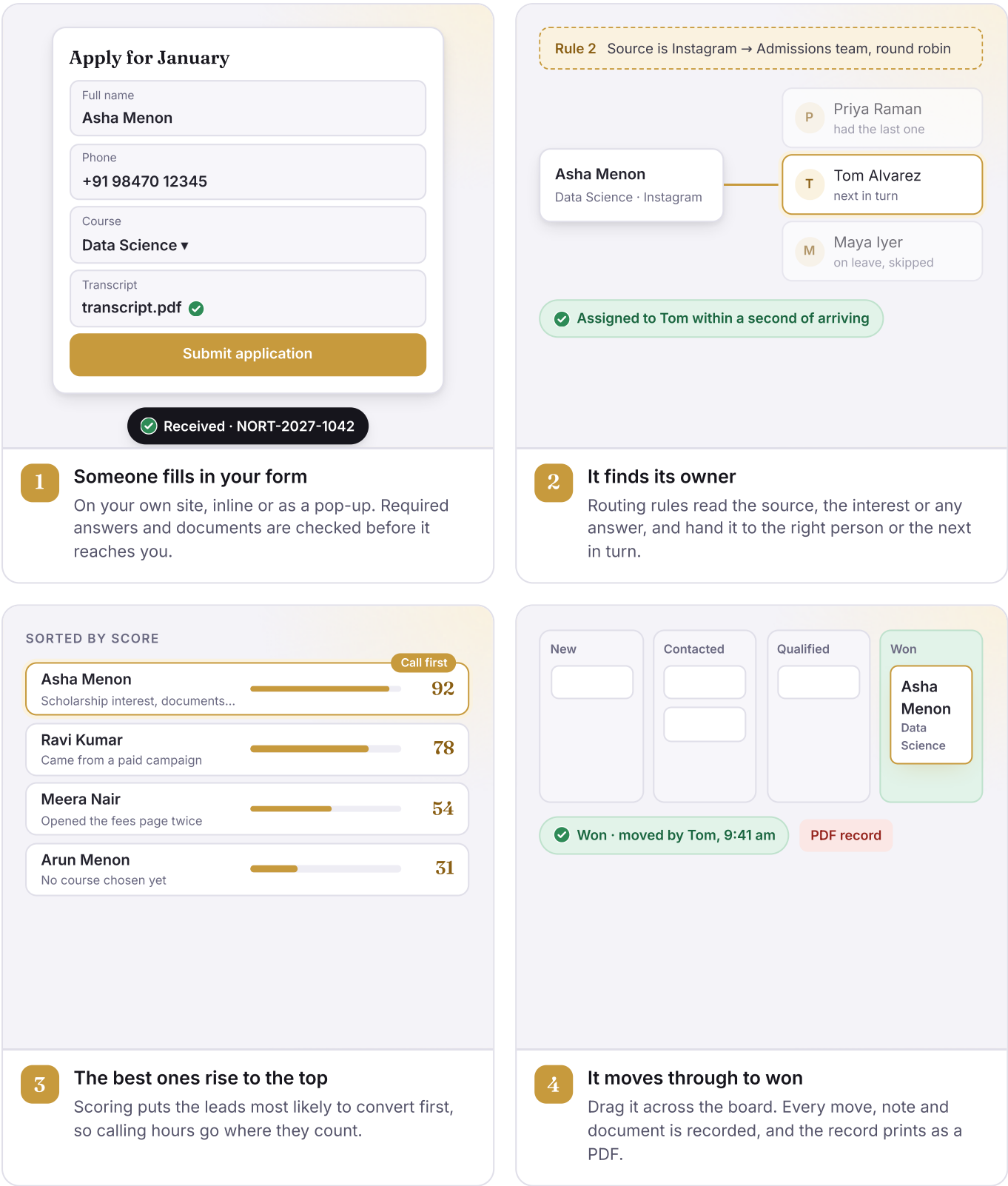
No record of what happened

When someone asks why their application stalled, the answer sits in the inbox of a colleague who has left.

None of this is a people problem.

Your team is not slow or careless. It is working without a system that does this job. OmexaOS Leads is that system.

Four steps, start to finish



Built for the way the work actually happens

01

A form you build, on your own site

Drag the fields you need, set what is required and what only appears when it matters, and embed it with one line. Contacts never leave your website, and what you ask for is checked before it reaches you.

02

One board, every lead

Submitted, under review, documents verified, accepted, enrolled. Drag a lead to move it, and the move is recorded with who did it and when. Counselors see their own caseload; admins see everything.

03

Documents you can trust

Contacts upload what you asked for. Your reviewers mark each one verified or send it back, so nobody has to guess whether a transcript was ever seen.

04

The record your registry expects

Design the printed lead record once and every lead prints the same way, on screen and as a PDF, with your branding on it.

05

Contacts who can check for themselves

They sign in with their lead number and a code sent to their email, see exactly where they are, and download their own copy. That is a great many phone calls your office never takes.

What it does, and what it is worth

Capture every enquiry, route it to the right person and see it through to won or lost.

Lead forms

Build the form yourself and embed it with one line.

Build enquiry and application forms by dragging in fields, then embed them on your own site, inline or as a pop-up.

- Drag in the fields you need and mark what is required
- Show a question only when an earlier answer calls for it
- Accept documents, checked by file type and size
- Embed inline or as a pop-up, only on domains you allow

WHAT IT IS WORTH

Enquiries arrive complete and structured, so nobody spends the morning chasing a phone number that was never asked for.

Pipelines and stages

Every lead on one board, in the stages you work in.

Name the stages your leads move through, drag leads between them, and keep a record of every move.

- Stages that match how your team actually works
- Drag a lead to move it along the board
- Every move recorded with who made it and when
- More than one pipeline when one process is not enough

WHAT IT IS WORTH

Anyone can answer "where has that one got to?" without calling a meeting, and leads stop falling between the people who touched them.

Lead routing

The right person gets each lead the moment it arrives.

Rules decide who owns each new lead as it arrives, by source, campaign, form, interest or any answer, one person or round robin.

- Match on source, campaign, form, interest, tags, value or any answer
- Give it to one person, or round robin across a team
- People who have left or been switched off are skipped
- Rules run in the order you set; the first that matches wins

WHAT IT IS WORTH

Every lead has an owner within seconds of arriving, which is the single biggest reason a lead gets answered at all.

Lead scoring

Points that put the most promising leads first.

Give leads points for the things that make them likely to convert, so your team calls the best ones first.

- Points for any condition a lead can meet
- Scores work out as leads arrive and change
- Sort and filter any list by score

WHAT IT IS WORTH

Your team spends its limited calling hours on the enquiries most likely to close, not on whoever is top of the list.

Every feature, continued

Tasks and timeline

Everything done to a lead, and everything still to do.

Log notes, calls and emails on a lead, set tasks with due dates and owners, and see it all on one timeline.

- Notes, calls, emails and tasks logged against the lead
- Tasks with a due date and the person who owns them
- One timeline of every change and conversation
- A task list of what each person has promised to do next

WHAT IT IS WORTH

The follow-up that decides the sale actually happens, and the history outlives the person who made it.

Duplicate detection

Spot the same person twice and fold them into one lead.

Leads that share an email address or phone number are flagged, and merging turns them into a single record.

- Leads sharing an email or phone number are flagged
- See every likely duplicate across the workspace
- Merge one lead into another in a single step

WHAT IT IS WORTH

One person is not rung three times by three colleagues, and your numbers stop counting the same enquiry twice.

Import and export

Bring leads in from a spreadsheet, and take them out again.

Import leads from a CSV file with a preview of exactly what will be created, and export any filtered list as CSV.

- Import a CSV and match its columns to your fields
- A preview of what will be created before anything is
- Export whatever the current filter shows
- Both limited to the people whose role allows them

WHAT IT IS WORTH

Move in without losing your history and take your data out whenever you want, so there is no lock-in to argue about later.

Saved views and bulk actions

The list you need in one click, and changes to many leads at once.

Save the filters you use every day as named views, share them with the team, and move, tag or assign many leads together.

- Save any combination of filters as a named view
- Share a view with the whole workspace
- Select many leads to move, tag or assign together

WHAT IT IS WORTH

Today's list is one click rather than five filters, and a change across fifty leads takes a minute, not an afternoon.

Every feature, continued

Reports

How leads turn out, and where they come from.

See your funnel stage by stage, which sources convert, how quickly leads get a first response, and how each owner is doing.

- A funnel showing how many leads reach each stage
- Sources and campaigns compared by how many they win
- Response times measured against your own target
- Each owner's leads, wins and value

WHAT IT IS WORTH

You can see which source earns its budget and which stage leaks, so spending decisions stop being guesses.

Webhooks

Tell your other systems what happens to a lead, as it happens.

Send signed events to your own systems when leads arrive, move, win, lose or merge, with retries and a log of every delivery.

- Events for new, moved, won, lost, assigned and merged leads, activity and documents
- Signed with HMAC-SHA256 and a timestamp, so forgeries and replays are refused
- Failed deliveries retried, and every attempt logged
- A test send to check a receiver before any real lead

WHAT IT IS WORTH

Your finance, timetabling or student system hears about a won lead automatically, instead of somebody rekeying it.

Documents and PDF records

Documents checked once, and a printed record that looks the part.

Reviewers verify or reject every uploaded document, and each lead prints to a record you designed, on screen or as a PDF.

- Verify or reject each uploaded document, with a reason
- Design the printed record once with your branding
- A PDF of any lead, generated on request

WHAT IT IS WORTH

Paperwork is checked once and printed the way your registry expects, so an audit stops being a scramble.

Contact portal

People check where they are, without ringing you.

Contacts sign in with a one-time code sent to their email, see where their lead stands and download their own copy.

- Sign in with a one-time code, no password to forget
- See the current stage of their lead
- Download their own copy of what they submitted

WHAT IT IS WORTH

The "where has my application got to?" calls that fill your mornings answer themselves, at any hour.

What separates the plans

 OmexaOS Leads

	Lead inbox	Growth	Scale
Price	Included	₹8,999 a month	₹14,999 a month
Billed yearly	—	₹89,990 a year (₹7,499 a month)	₹1,49,990 a year (₹12,499 a month)
Staff seats	Unlimited	10	30
Published forms	0	25	Unlimited
Pipelines	1	5	Unlimited
What it adds	• Every lead in one place, whatever captured it • Filter by source, add notes and tasks	• Embeddable forms • Contact portal • PDF template designer • Counselor caseloads	• Everything in Growth • Priority support

Take two of Leads, Agents and WhatsApp Bulk together and save 10%; take all three and save 15%. Paying yearly saves a further 17%, which is two months free. A website comes with any paid plan. Prices are in rupees, per workspace, before GST.

What you gain by adding to Leads

Every product stands on its own. Each one you add makes the ones you already have worth more.



Add Sites

- ✓ A website with your Leads forms already on it: nothing to embed
- ✓ Every enquiry lands in your pipeline
- ✓ Published in minutes, with a first draft written for you



Add Agents

- ✓ An AI answers enquiries day and night, so no lead waits until morning
- ✓ Every conversation lands in the pipeline you already use, with the whole chat attached
- ✓ It collects the details you ask for, so your team starts with a qualified lead



Add WhatsApp Bulk

- ✓ Message your whole lead list on WhatsApp, with consent checked for every person
- ✓ Follow up leads who went quiet, and see who read and replied
- ✓ Replies come back as leads, tagged with the campaign that earned them

How it starts

1

Tell us what you run

Where your enquiries come from today, and what happens to them.

2

Fourteen days free

No card. Your workspace, your branding, the products you want switched on.

3

We set it up with you

Your website read into an agent, your first form and pipeline, your contacts imported.

4

Go live

One snippet on your site, or a site of ours on your own domain.

START A FREE TRIAL
omexa.dev

TALK TO US
omexa.dev/contact