Zap® USAA® KPIs

#1: Log into Zap each business day.	• Zap helps you prioritize and organize your daily activities from showing and info requests to updating broker leads and daily follow-ups. • For added efficiency, use Mobile Zap.
#2: Accept new leads within 5 minutes, contact new leads within 5 minutes!	• Save the number leads come from in your phone and add a special military ring tone! Zap tracks their activities through ZapScore℠. • Save the welcome phone call script somewhere you can easily access it! • Practice the script.
#3: Set USAA members up for new listing alerts from Zap.	• Sends constant drip of new listings which never expires. • Customers value this information. • Keeps them logging into the website where we track their activities.
#4: Put USAA members on a USAA follow-up plan and use USAA email scripts.	• Use USAA email scripts. • Most online customers are not ready to transact immediately. • Follow-up plans help you stay connected. • Zap can drip emails for you or remind you to make personal contact.
#5: Log phone calls, emails and meetings.	• Understand how to update your leads in Zap.
#6: Update out-of-compliance broker leads and complete daily follow-ups.	• Keep broker leads in the green so you are eligible for more leads. • Zap dashboard reminds you who to follow-up with every day.
#7: Check USAA lead's ZapScore and Search Insights daily.	• Understand ZapScore. • Interpret Search Insights.