

Introduction to Routing Forms

Routing Forms in OnceHub streamline the qualification process by asking your guests tailored questions and directing them to specific actions based on their responses.

What is a Routing Form?

A Routing Form helps you qualify guests by guiding them through customized paths based on their answers to specific questions. These paths, or "routes," can lead to various outcomes, such as:

- Scheduling a meeting directly within the form.
- Connecting with a live sales agent via chat.
- Redirecting to a specific page on your website that provides personalized information.

The flexibility of Routing Forms ensures that your guests receive a tailored experience that aligns with their needs, helping you nurture valuable leads more effectively.

Key Benefits of Using Routing Forms

- **Efficient Lead Qualification:** Instantly identify and qualify leads through conditional routing.
- **Engage High-Value Leads:** Offer scheduling options directly to qualified leads within the form itself, streamlining the conversion process.
- **Customized Data Collection:** Tailor the information you gather to align with the type of meetings or interactions your business offers.

Core Features of Routing Forms

Routing Forms come equipped with powerful features designed for flexibility and effectiveness:

- **Conditional Routing:** Direct guests to the next appropriate step based on their form responses.
- **Customizable Forms:** Collect only the information you need for better qualification and reduced friction.
- **In-Form Scheduling:** Enable guests to set up meetings without leaving the form.
- **Standalone Page Sharing:** Provide guests with a direct link to access your form.
- **Website Embedding:** Easily integrate the form into your website for a smoother customer journey.