

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.
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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 and Live Chat:** Enable guests to set up meetings or initiate a chat, all 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.
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