Category (A|B|C|D)

Best Practices

A | B | C | D | (None)

This is the User's perceived "Rating" or category that is assigned to the contact. Contacts that are more important to your business should be given a higher category. When the relationship is scored, the user's perceived value is taken into account and helps rank contacts.

The Category can be used in any number of ways, I like to use this as an example.

- (**None**) - Uncategorized contact
- **A** is anyone that has given you multiple referrals or completed multiple transactions with you.
- **B** is anyone that has given you at least one referral or completed one transaction with you.
- **C** is anyone that you would like to do business with you or think they would do business with you when they are ready
- **D** is anyone that you may have previously done business with but it so painful that you would not want to do it again and would be better off to refer them to another agent.

You may choose to do it differently in your business which is totally acceptable. However the assigned importance should use the following guidelines:

- (**None**) - Default value
- **A** is better than **B**
- **B** is better than **C**
- **C** is better than **D**
- **D** is worse than (**None**)

If you have any questions, please contact us at: support@realvolve.com

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