

Improve Speed to Lead with Faster Rep Response Time

Accelerate lead response times with automated solutions

Speed wins. It's as simple as that.

Speed to lead - aka, your lead response time - is often the make or break deciding factor in winning a deal. Consider the following speed to lead statistics:

78%

of customers buy from the company that responds to their inquiry first

(Lead Connect)

7x

more likely to qualify leads when reaching out within an hour as opposed to just one hour later

(Harvard Business Review)

21x

more effective when calling within five minutes of prospect first contact as opposed to calling after 30 minutes

(LeadSimple)

391%

increase in lead conversions when responding within one minute

(Velocity)

You have two primary levers to affect your speed to lead:



Lead Processing Time



Representative Response Time

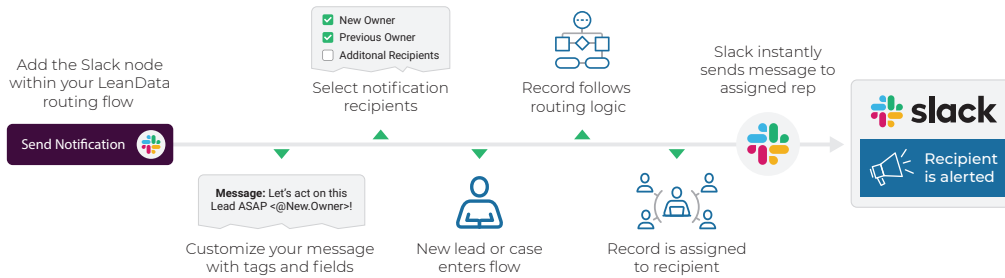


Proven Results with Over 800 Customers

Improving Rep Response Time with LeanData Routing

Integrated Slack Notifications

LeanData Routing's integration with Slack enables you to immediately push time-sensitive notifications to reps any time a record is assigned to them. Notifications can be sent at any point in your process, including immediately after assignment or when an SLA is about to expire. Slack's instant-access nature empowers reps to act quickly, improving lead response time and bettering customer service.



Integrated Sales Engagement Platforms (SEPs)

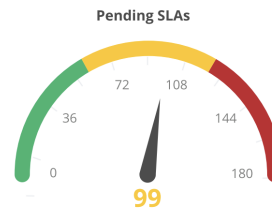
LeanData Routing seamlessly integrates with Salesloft, Outreach and Salesforce's High Velocity Sales (HVS) to funnel leads, along with all the necessary context, to the right reps and immediately queue those leads for automated engagement.



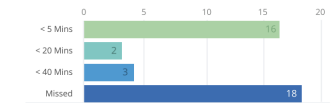
Service Level Agreement (SLA) Management

LeanData's Hold Until node allows you to hold records mid-way through your go-to-market flows, until specified conditions are met (e.g., the lead status field has changed) or pre-defined time limits have expired (e.g., your 1-hour SLA). When SLAs threaten to expire, immediately notify the rep and their manager, and reroute to another rep or round robin pool.

SLA automation and tracking allows you to quickly view lead response and SLA compliance metrics, and deploy corrective actions as necessary.



Sales Development Rep Response Time



SLA by Campaign

Entry Log: Campaign	Average Response Time in Minutes
Customer Voice Work	24.39
Demo Request	17.26
User Conference 2021	56.88

[Request Demo](#)

Get Started Today:

Visit LeanData.com to learn more about LeanData's go-to-market operations solutions for Matching, Routing and Engagement, or visit us on [AppExchange](#).

Why LeanData?

LeanData is the industry leader in lead-to-account matching and routing solutions. Standing at the center of your Salesforce CRM, LeanData connects data to the right people at the right time, every time. By aligning Marketing and Sales with accurate matching, routing and trustworthy engagement analytics, sales reps receive only the leads, contacts, accounts and opportunities they need to work on, so they can close more deals and drive more revenue, faster.