



Marketing Response

Prospect Report

Are there enough prospect calls to meet your revenue goals? If no, compare current campaigns against previous efforts. Review individual ads to see if any are under performing.

Monitor: Total prospect calls received & prospect percentage



Focus on
Leading
Indicators



Employee Performance

Dashboard Traffic Analysis

Is your appointment conversion rate meeting your target? If not, review individual employee performance to identify who might need additional training. Consider making an outbound call to your missed opportunities.

Monitor: Appointment set, conversion rate & missed opportunities



Make
Impactful
Decisions



Call Management

Traffic Analysis Prospect Report

Missed calls are potential prospects who call you but you don't actually speak with. Callers hanging up due to being on hold, for example, may indicate a shortage of staff. Busy calls may indicate additional lines are needed for your phone system.

Monitor: Missed calls, busy calls & hang up calls



Influence
Business
Performance