

INSIDESALES.COM RESEARCH AND ANALYTICS DIVISION

OMNITURE SUMMIT RESPONSE ANALYSIS MARCH 2008

RESEARCH STUDY MEASURES RESPONSE TIMES
TO WEB AND PHONE-BASED INQUIRIES

OVERVIEW

As the pioneer in lead response management technologies, InsideSales.com, hired an independent research company, Incoho, to measure response times to inquiries made while on Web sites of some of the top Alexa-ranked companies. Inquiries were made on 526 Web sites from 469 separate companies through Web-based forms and all responses were tracked whether they came by email or telephone. The information that was input included fictional email addresses and phone numbers unique to this study.

The inquiries were made in 2008 prior to the Omniture Summit 2008 by Incoho, a data research firm from Ottawa, Quebec, Canada. Inquiries were made using fictional identities and contact information and were input five different times on each Web page. Researchers were instructed never to reply to responses, but merely to gather the exact date and time of each response made as well as whether they were made by email or phone format.

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BACKGROUND

WHAT IS LEAD MANAGEMENT?

InsideSales.com has been at the forefront of research in the area of Lead Response Management since it partnered with Dr. James Oldroyd of Kellogg School of Management in 2007 in a study that was released at MarketingSherpa's B-to-B Demand Generation Summit 2007.

The term Lead Response Management (LRM) describes where response practices vary to optimize contact and qualification rates. LRM solves the pain marketers feel when they generate leads and give them to sales reps to have them sit for 24 to 48 hours before a first contact attempt is made and only 4-5 attempts are made total; which means that 50-55% of all leads never get contacted.

Lead Response Management is a subset of Lead Management which also includes Demand Generation, Lead Conversion, and Qualification and includes:

- » Lead Capture
- » Lead Scoring
- » Lead Routing
- » Lead Distribution
- » Lead Response
- » Lead Tracking
- » Lead Analytics

The 2007 Lead Response Management study found the following:

- » **Wednesday** and **Thursday** are the best days to contact and qualify a lead.
- » **8 to 9 am** and **5 to 6 pm** are the best times to contact and qualify a lead.
- » The odds of contacting a lead increase by **100x** if attempted **within 5 minutes** versus 30 minutes.
- » The odds of qualifying a lead increase by **21x** if attempted **within 5 minutes** versus 30 minutes.
- » Every attempt to contact made after 20 hours hurts the contact rate more.

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OBJECTIVES, APPROACH, & GOALS

OBJECTIVES

- » To measure the number of responses to Web-based inquiries
- » To measure the time lag in and between response attempts
- » To measure the differences in responses and time lag between B2B and B2C companies
- » To measure the differences in responses and time lag between email and phone channels

APPROACH

- » To have researchers make five different inquiries by web-form at different times of day on each Web site in the study
- » Use lead response capture technology to ensure every single response was gathered and measured by email and by phone
- » Use lead response capture technology to date and timestamp (to the minute) to ensure each response was gathered and measured correctly both by email and by phone

GOALS

- » To demonstrate current lead response practices of the leading Web-based companies
 - To gather baseline information on:
 - Number of responses per inquiry
 - Time lag on responses
 - Differences in B2B vs B2C sites
 - Differences in email vs phone
- » Determine percentage of companies falling within best practice guidelines from lead response from 2007 Lead Response Management Survey and Study

RESULTS

DREAMFORCE STUDY RESULTS

The results gathered by the researchers are summarized as follows:

- » 47% of companies responded to inquiries on a web form by email.
- » 7.5% of companies responded to inquiries by phone.
- » 45.1% never responded.
- » Average time between response attempts by email was 54 hours, 6 minutes.
- » Average time between response attempts by phone was 54 hours, 5 minutes.
- » Inquiries at 9 am garnered shortest response times by email of 15 hours, 59 minutes.
- » Inquiries at 1 pm had shortest response times by phone of 16 hours and 15 minutes
- » 14.9% responded by email within 5 minutes.
- » 0.6% responded by phone within 5 minutes.
- » 67.2% responded by email within 20 hours.
- » 66.3% responded by phone within 20 hours.

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PERCENT OF COMPANIES MAKING ZERO TO EIGHT RESPONSE ATTEMPTS						
# OF RESPONSES	PHONE			PHONE		
	B2B	B2B	TOTAL	B2B	B2B	TOTAL
1	52.2%	46.8%	47.4%	18.4%	6.1%	7.5%
2	20.8%	14.2%	15.0%	9.0%	1.8%	2.6%
3	10.2%	3.2%	4.0%	5.1%	1.0%	1.4%
4	2.4%	1.9%	1.9%	1.2%	0.4%	0.5%
5	0.8%	1.0%	1.0%	0.4%	0.2%	0.3%
6	0.4%	0.8%	0.8%	0.0%	0.1%	0.1%
7	0.0%	0.5%	0.5%	0.0%	0.1%	0.1%
8	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%

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AVERAGE TIME LAG FROM INQUIRY SUBMISSIONS BEFORE RESPONSE ATTEMPT (HR:MIN)						
RESPONSE ATTEMPT	PHONE			PHONE		
	B2B	B2B	TOTAL	B2B	B2B	TOTAL
1ST	22:01	19:12	19:32	29:51	38:09	35:53
2ND	52:50	57:10	56:30	112:42	79:46	92:36
3RD		136:59	141:31	196:15	129:24	155:44
4TH		163:51	177:55	230:45	178:21	192:38
5TH		153:35	163:27	315:34	209:53	227:30
6TH		198:46	209:20		180:27	180:27
7TH		214:58	214:58		291:59	291:59
8TH		107:43	107:43			

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AVERAGE TIME LAG BETWEEN RESPONSE ATTEMPT (HR:MIN)						
RESPONSE ATTEMPT	PHONE			PHONE		
	B2B	B2B	TOTAL	B2B	B2B	TOTAL
1ST	22:01	19:12	19:32	29:51	38:09	35:53
2ND	47:16	48:12	48:04	89:48	56:34	69:31
3RD	98:33	85:19	89:04	97:13	64:11	77:12
4TH	91:57	50:53	56:29	87:59	46:50	58:03
5TH	63:25	55:52	56:32	186:19	31:41	57:27
6TH		60:05	63:41		59:11	59:11
7TH		73:45	73:54		21:18	21:18
8TH		25:33	25:33			

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AVERAGE RESPONSE TIME COMPARED BY TIME-OF-DAY OF ORIGINAL INQUIRY SUBMISSION (HR:MIN)						
# OF RESPONSES	PHONE			PHONE		
	B2B	B2B	TOTAL	B2B	B2B	TOTAL
5:00 AM	36:40	16:10	20:41	106:57	7:16	29:33
9:00 AM	8:06	15:00	15:59	116:26	32:38	50:16
11:00 AM	25:40	27:03	29:59	31:16	37:37	43:08
1:00 PM	22:53	16:50	19:20	5:45	15:05	16:15
6:00 PM	30:55	20:02	24:02	13:44	49:39	52:19

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BEST PRACTICES: PERCENT RESPONDING IN 5 MIN/20 HR (HR:MIN)						
# OF RESPONSES	PHONE			PHONE		
	B2B	B2B	TOTAL	B2B	B2B	TOTAL
5 MIN	14.0%	15.1%	14.9%	0.0%	0.7%	0.6%
20 HOURS	72.7%	66.3%	67.2%	61.8%	67.4%	66.3%

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AVERAGE TIME FROM ORIGINAL INQUIRY SUBMISSION TO LAST ATTEMPT (HR:MIN)		
PHONE/PHONE		
B2B	B2B	TOTAL
71:31	48:20	51:19

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ABOUT INSIDESALES.COM

LOCATION: Provo, Utah
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InsideSales.com is a leading provider of B2B power dialer technology and lead management solutions to increase lead generation, lead conversion, and lead process visibility. They were the first company to embed telephony voice technology into sales and marketing automation solutions on the Web as an on-demand subscription service. These tools include Web form callback, automatic dialers, power dialers, voice broadcasting, lead nurturing solutions, and integration with online CRMs solutions like Salesforce.com.

InsideSales.com is a Partner on the AppExchange Platform. InsideSales.com's customers include Dun&Bradstreet, Omniture, HP, and FranklinCovey.

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Incoho is a leading provider of B2B research work headquartered in Chicago, Illinois, and is committed to delivering exceptional value to clients by using the full potential of resources. The Incoho Advantage is rooted in commitment to superior customer service. With best-in-class technology and a highly trained team of outsourcing professionals, Incoho partners with clients to deliver customized services that integrate with and support their unique business processes.

The well-organized combination of assets results in a uniquely integrated and flexible system that adapts specifically to clients business objectives and delivers directly to their needs, while maintaining an unwavering dedication to exemplary customer service.



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