



Inbound Sales Function Analysis

Telecom Company

Analyzed the effectiveness of the inbound sales function for the client across different channel such as Campaigns, Forms, Chats, etc. and understand performance of sales funnel from Calls made to sales won.

Telecom company needs visibility to “connect” leads to sales

Picture this...

You’re looking to improve your top-line revenue by finding opportunities to enhance inbound sales, but you don’t have visibility into the sales funnel and agent performance for your distributed teams

You turn to Accordion.

We partner with your team to consolidate inbounds leads from multiple channels & campaigns to analyze & benchmark sales performance and find opportunities to improve campaign and team performance, including

- 1) Analyzing various source of inbound leads and building a consolidated sales funnel from MQL to SQL to Won sales
- 2) Benchmarking the campaign performance for each of the lead source to understand the its effectiveness and opportunity to improve the top-line sales funnel
- 3) Understanding the sales agent performance from a 360-degree view to analyze key focus areas such as calls made, talk time, conversion to help agents reach their true potential.
- 4) Automating the tableau-based reporting on set hourly cadence to have both tactical and strategic visibility into the sales channel and act in a time efficient manner.

Your value is enhanced.

You have optimized and streamlined sales funnel consolidation and reporting processes on Tableau improving the execution efficiency by 66% compared to previous processes, enabling near real-time tracking and benchmarking of agent performance, campaign effectiveness, and operational performance for inbound sales team. You can analyze the sales funnel data and identify an opportunity to increase sales conversion by ~11% per month by optimizing lead campaign and agent performance.

Inbound Sales Analysis

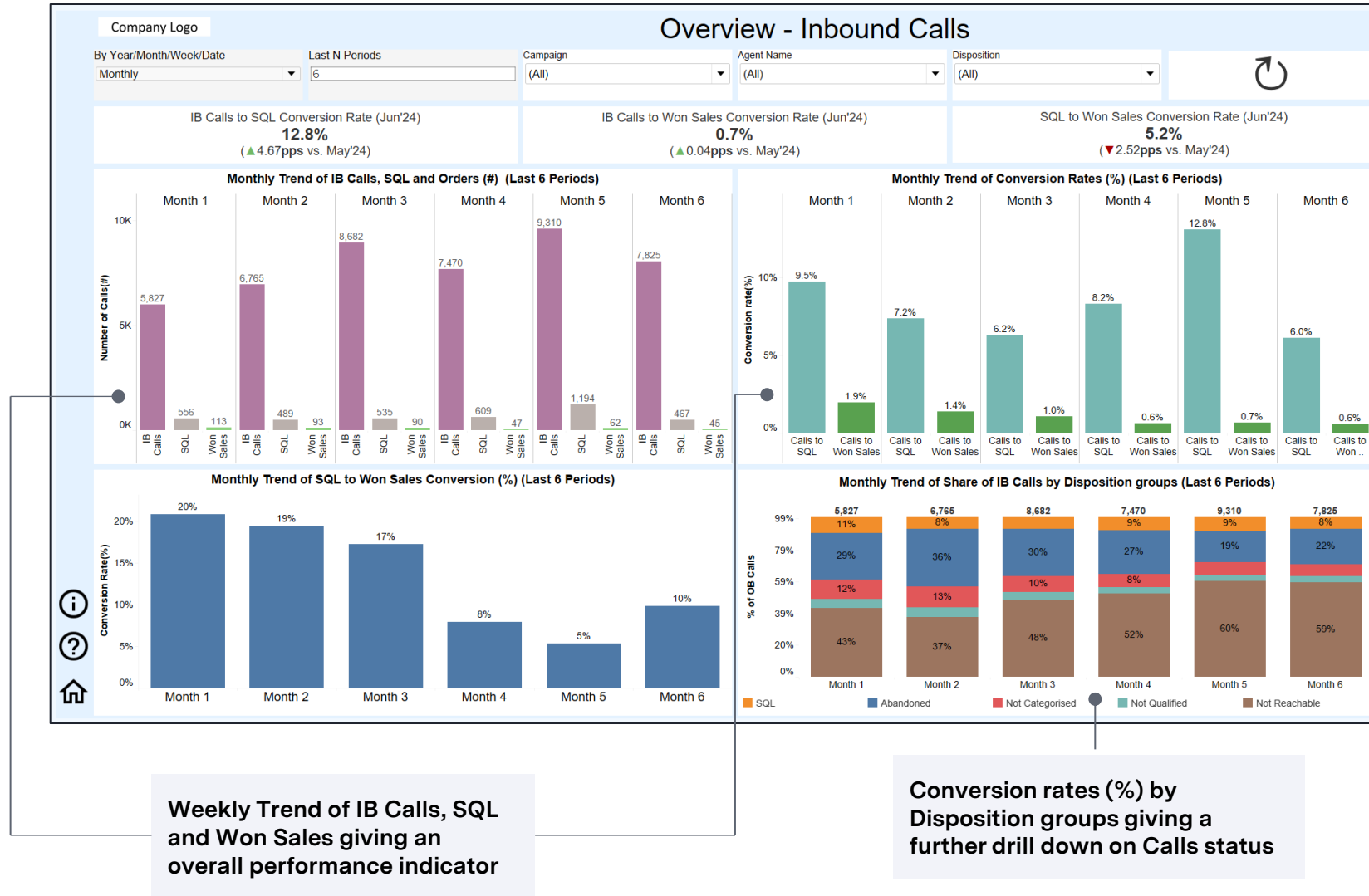
KEY RESULT

- ~66% improvement in reporting efficiency
- Opportunity to increase sales conversion by ~11% per month

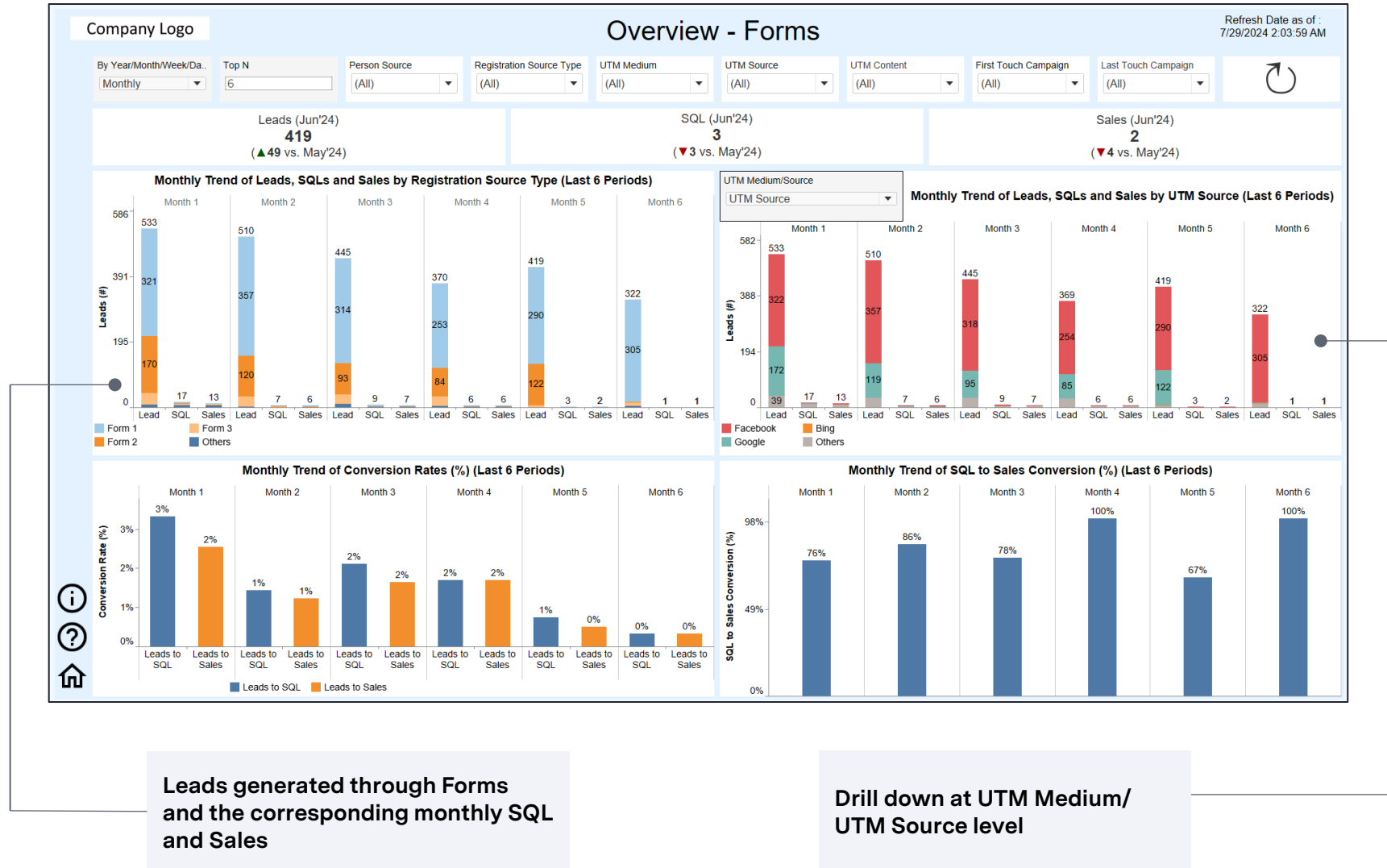
VALUE LEVERS PULLED

- Performance tracking
- BI Reporting
- Campaign Optimization

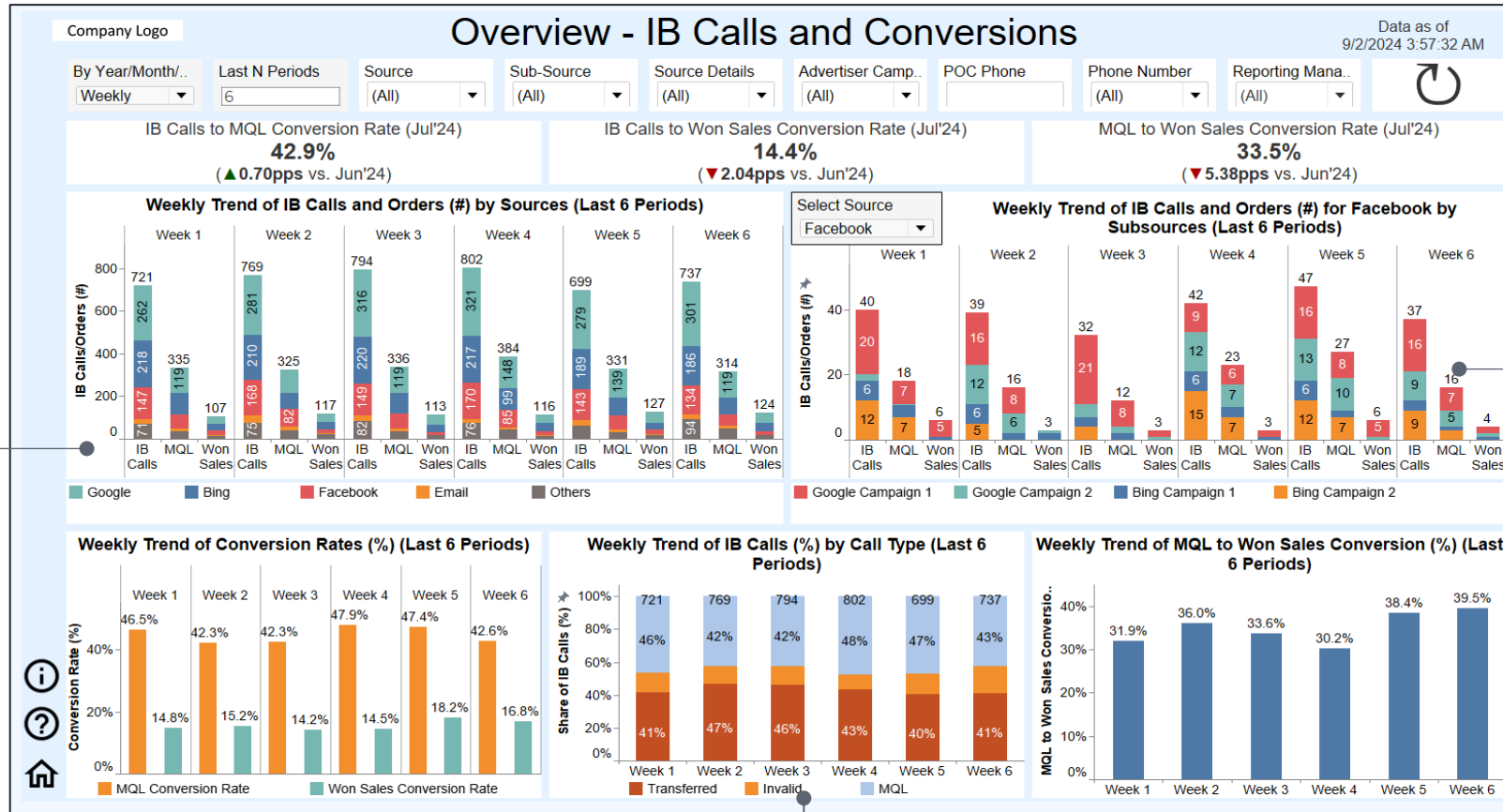
Inbound Calls: Trend of KPIs Across The Sales Funnel



Inbound Leads: By Forms As a Lead Source



Inbound Calls: By Campaign Lead Source and Sub-Source

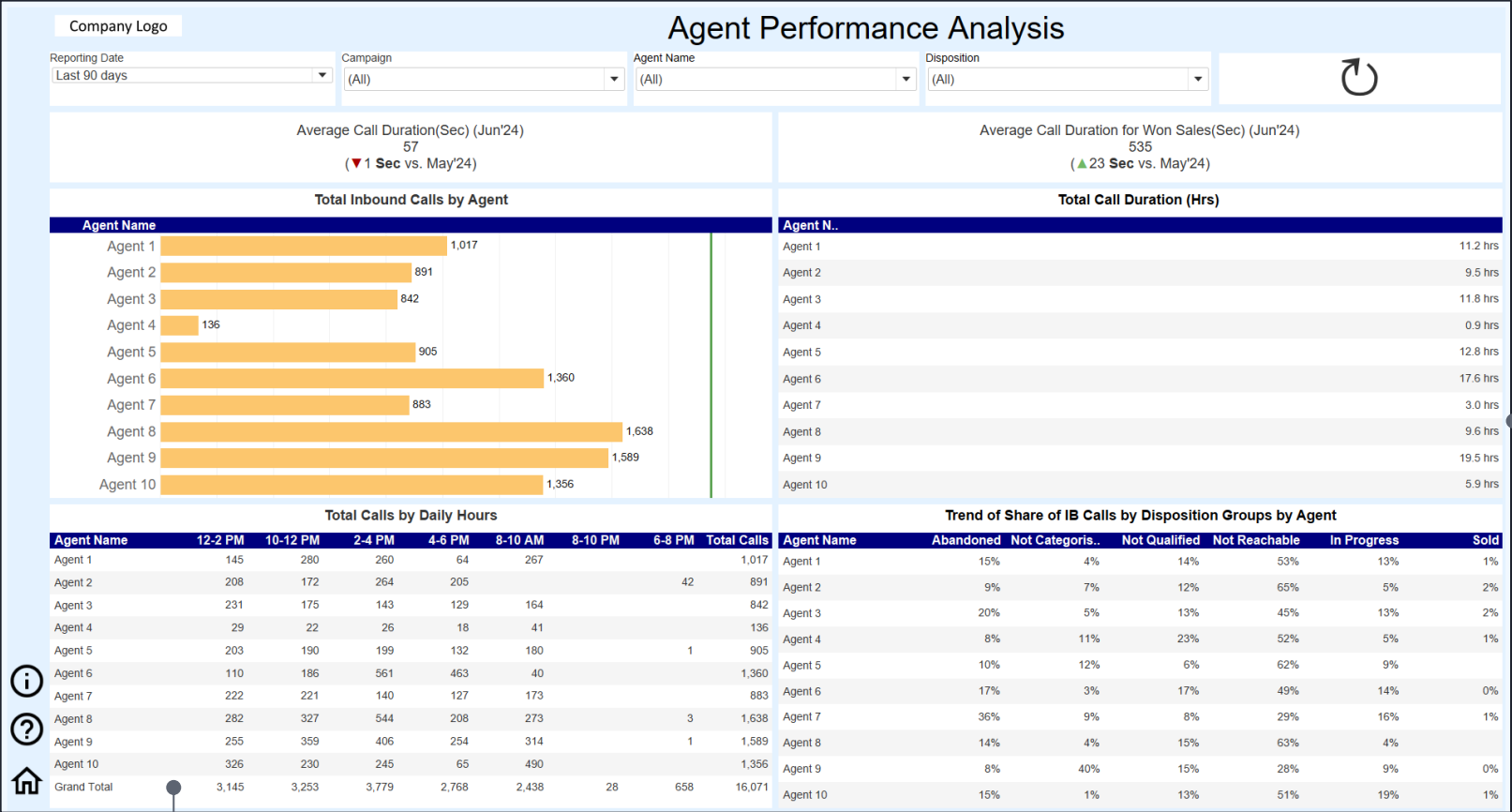


Weekly Trend of IB Calls, SQL and Won Sales giving an overall performance indicator

Conversion rates (%) by Call Type giving the status of the IB calls on a weekly basis

Drill down at the Sources and Sub Sources level

Inbound Calls: Agent Performance



Breakdown of total hours clocked in on an hourly basis

Hours clocked in by each Agent to make the calls

Inbound Calls: Agent Performance Deep-Dive

