



Time-sensitive metrics in SaaS CRM

by *Rampiq*

TIME BETWEEN SALES CYCLE STAGES

2nd Class Leads

refers to a specific group of leads that sales team treats completely differently from other leads

is identified by looking at the specific timestamps within your CRM data

TIME TO REACTION

Difference between the last and the previous action in a CRM sales workflow



- Identifies how leads from different sources are going through the sale cycle stages
- Classifies how individual salespeople's performance is different when compared to the time needed to move a lead from one sales cycle stage to the next



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