User feedback excerpts

*AI Lead Scoring feature (Dynamics 365 sales)*

# Step 1: Analyze performance and feedback

Here are some representative comments gathered from users of the recently launched AI Lead Scoring feature:

1. **Source:** Sales manager survey comment

**Feedback:** "This lead scoring is a game-changer for my team! We're spending less time chasing dead ends and focusing on the leads that actually matter. Adoption was quick once they saw it working."

1. **Source:** Support ticket excerpt

**Feedback:** "...lead #12345 got a score of 88 ('Hot'), but I know this contact personally and they just started exploring options. My gut says this score is way too high. Can someone explain how it got calculated?"

1. **Source:** User interview quote (account executive)

**Feedback:** "I see the score, fine. But *why* is it 65? Is it because they visited the pricing page? Or their company size? Without knowing the 'why', it's hard to fully trust it or know how to act on it differently than just 'high' or 'low'."

1. **Source:** Company internal forum post

**Feedback:** "Has anyone else noticed the AI scores seem consistently lower for leads originating from our LATAM marketing campaigns compared to North America, even when engagement looks similar? Wondering if the model is biased somehow..."

1. **Source:** In-app feedback submission

**Feedback:** "The score itself is helpful when it's right, but having it just as a number isn't enough. Could we see maybe the top 1-2 factors influencing the score directly on the lead record? Would save me digging around."