

SALES BEHAVIOUR ANALYSIS

• We are considering it takes on an average 10 mins to explain the product to a new lead

Stanlee:

69% of total dialled calls were made on leads created in November'23. With **2** average dialled attempts on a new lead. Out of total dialled attempts, **17** distinct calls were of more than 10 mins. Out of these **17** distinct calls, **16** were for JOLT and **1** was for EDGE. Total talk time is **9** hours, with **21%** of the calls being answered.

Alex:

51% of the total dialled calls were made on leads created in November'23, with **1** average dialled attempt on a new lead. Out of total dialled attempts, **1** distinct call was of more than 10 mins on a lead of vertical JOLT. Total talk time is **3** hours, with **51%** of the calls being answered.

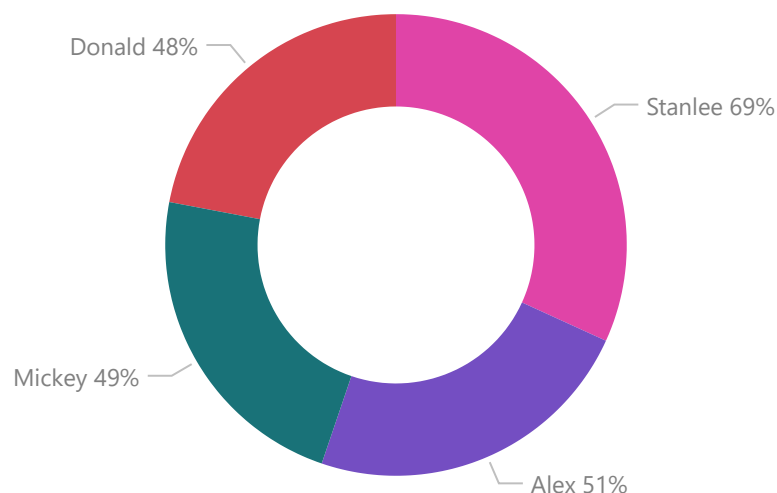
Donald:

48% of the total dialled calls were made on leads created in November'23, with **1** average dialled attempt on a new lead. Out of total dialled attempts, **7** distinct calls were of more than 10 mins. Out of these **7** distinct calls, **6** were for EDGE and **1** for JOLT. Total talk time is **8** hours, with **43%** of the calls being answered.

Mickey:

49% of the total dialled calls were made on leads created in November'23, with **1** average dialled attempt on a new lead. Out of total dialled attempts, **1** distinct call was of more than 10 mins on a lead of vertical JOLT. Total talk time is **3** hours, with **46%** of the calls being answered.

PERCENTAGE OF CALLS DIALLED ON LEADS CREATED IN NOVEMBER



AVERAGE DIALLED ATTEMPTS ON A LEAD

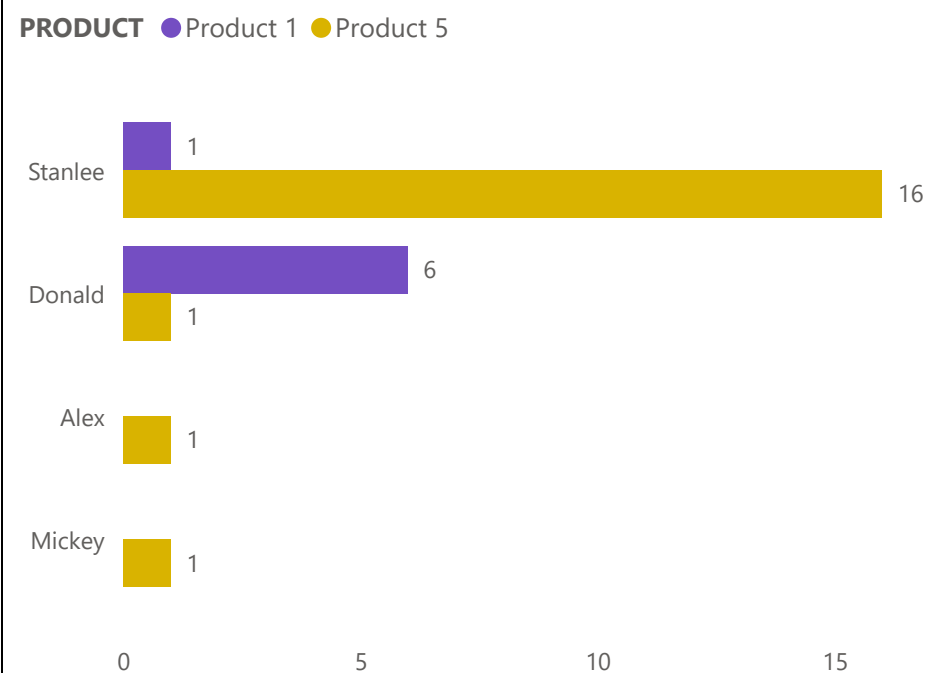
Alex
1
Average Attempts

Donald
1
Average Attempts

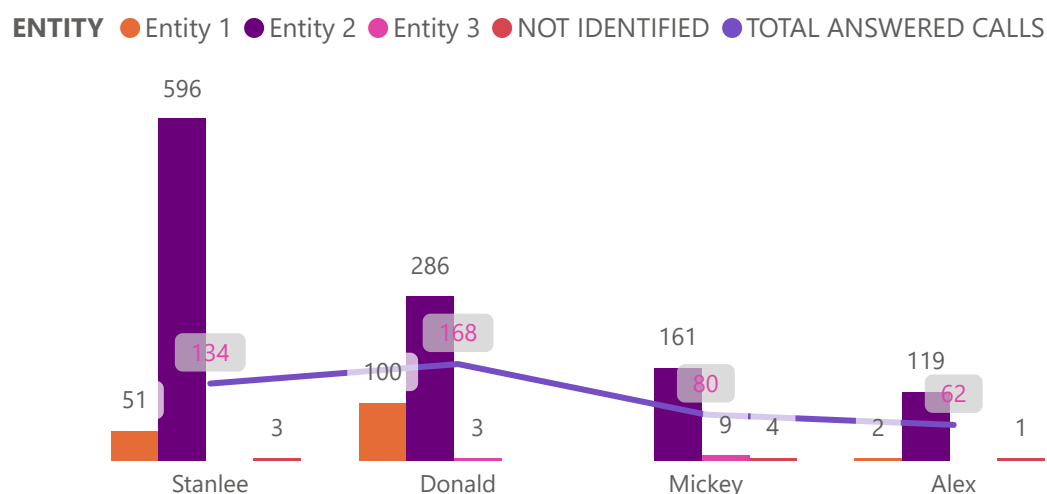
Mickey
1
Average Attempts

Stanlee
2
Average Attempts

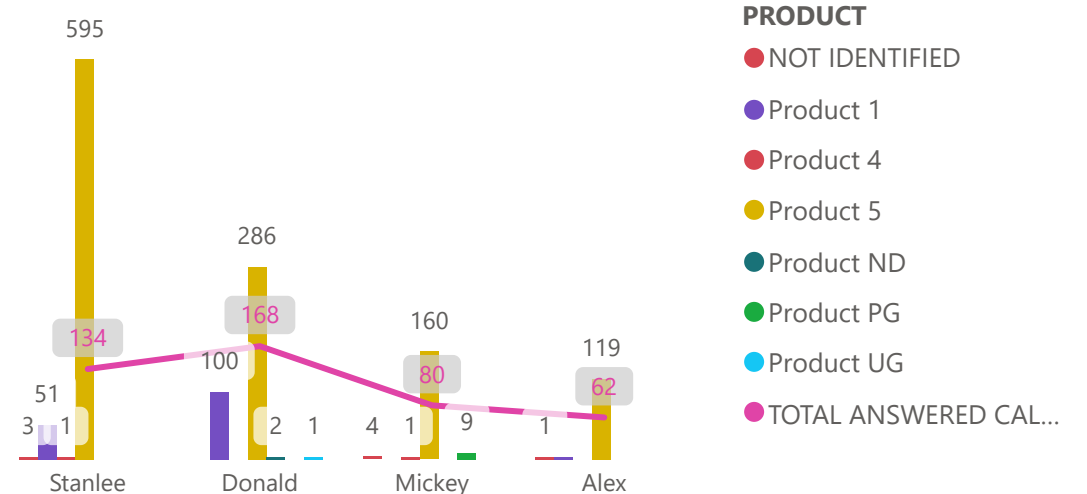
DISTINCT CALLS WITH DURATION MORE THAN 10 MINUTES



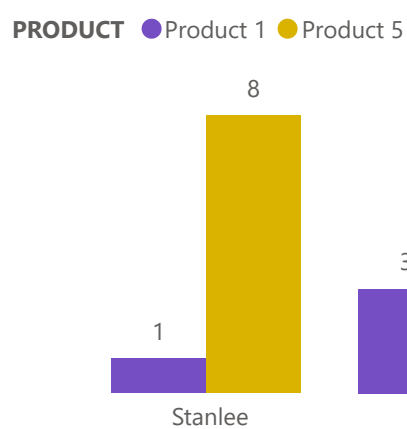
TOTAL DIALLED & ANSWERED CALLS BY ENTITY



TOTAL DIALLED & ANSWERED CALLS BY PRODUCT



TOTAL TALKTIME BY PRODUCT



TOTAL LEADS ALLOCATED TO COUNSELLOR BY PRODUCT

