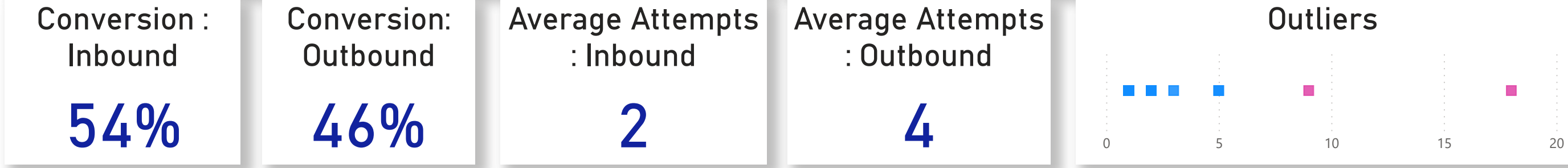
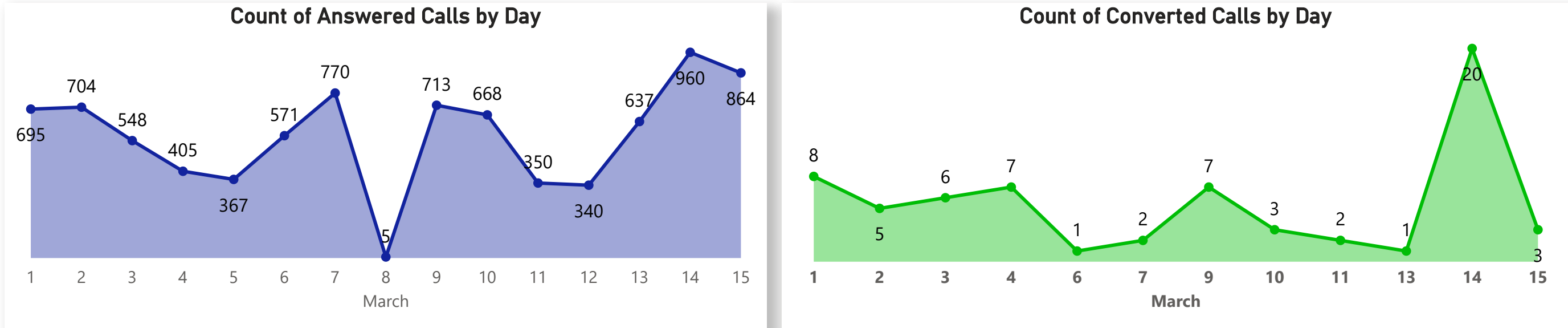
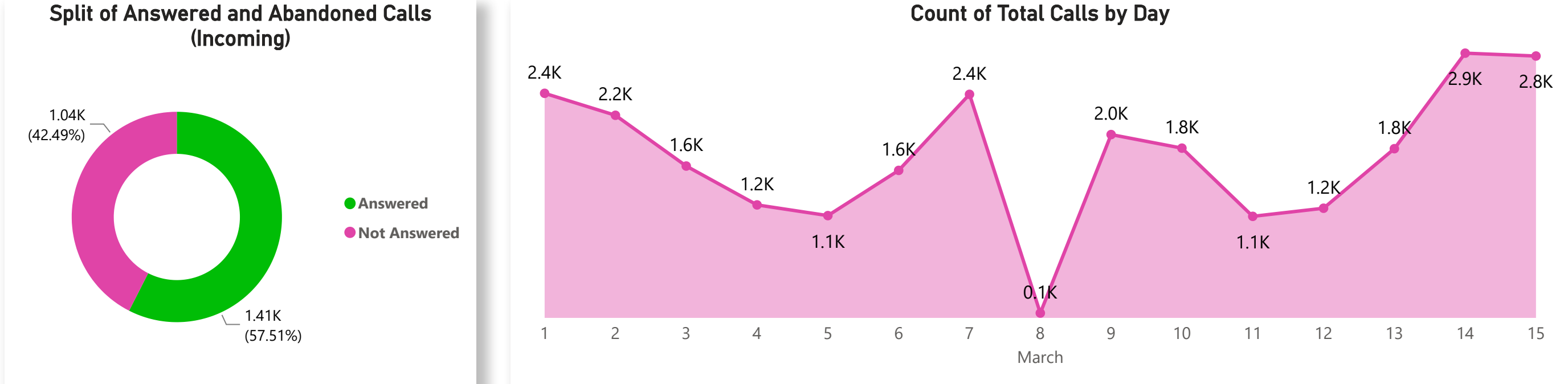
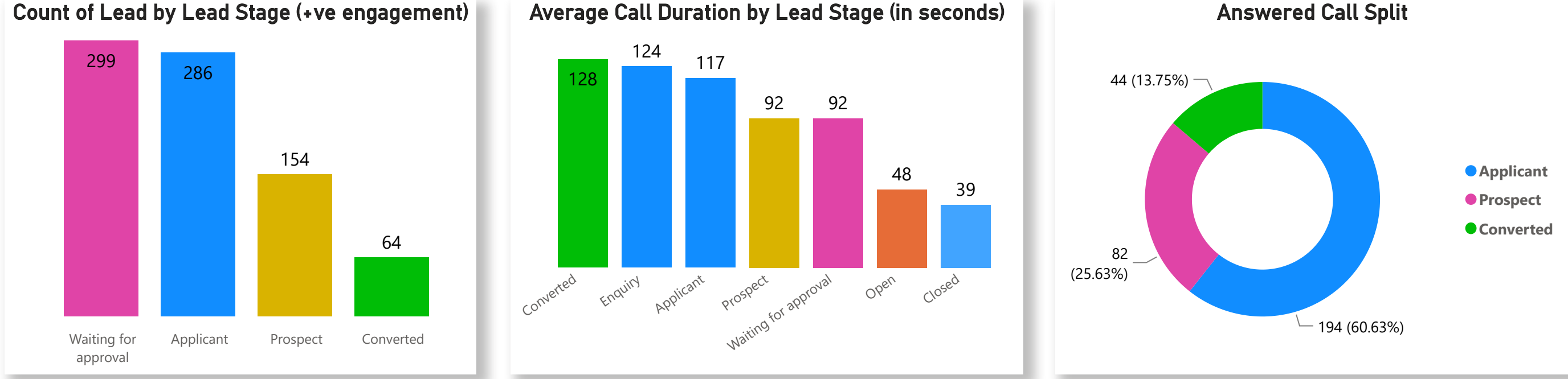
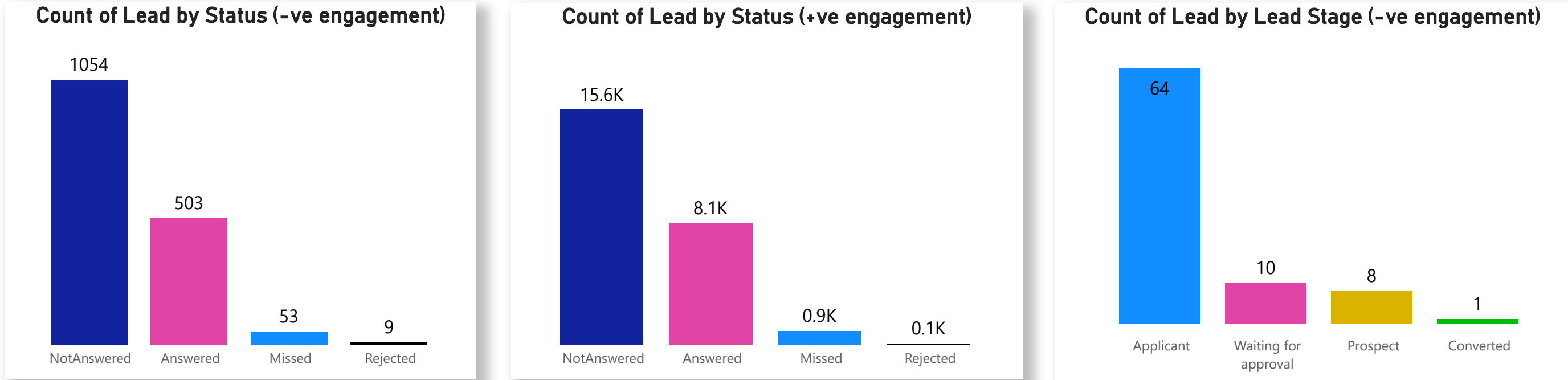
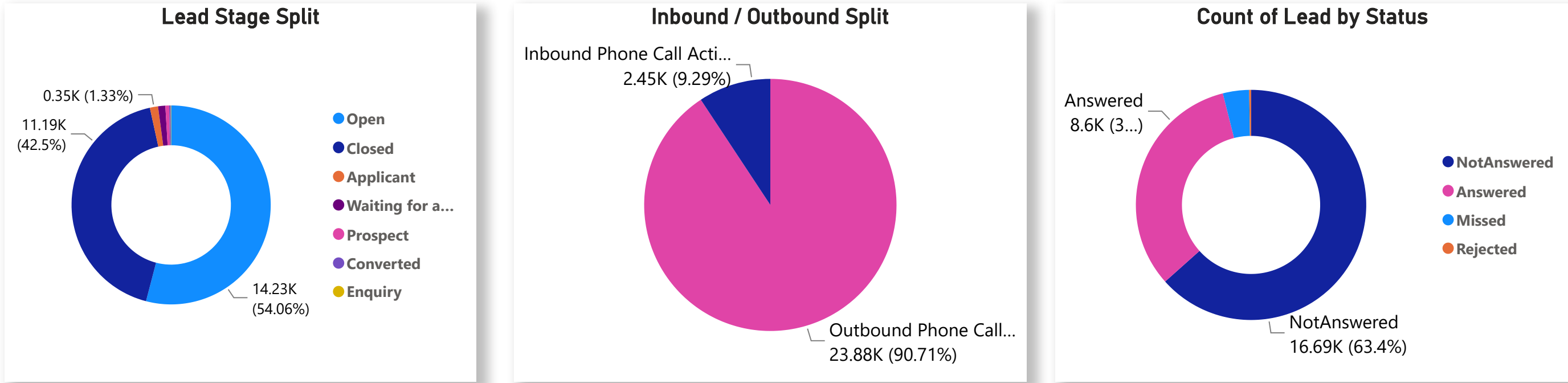
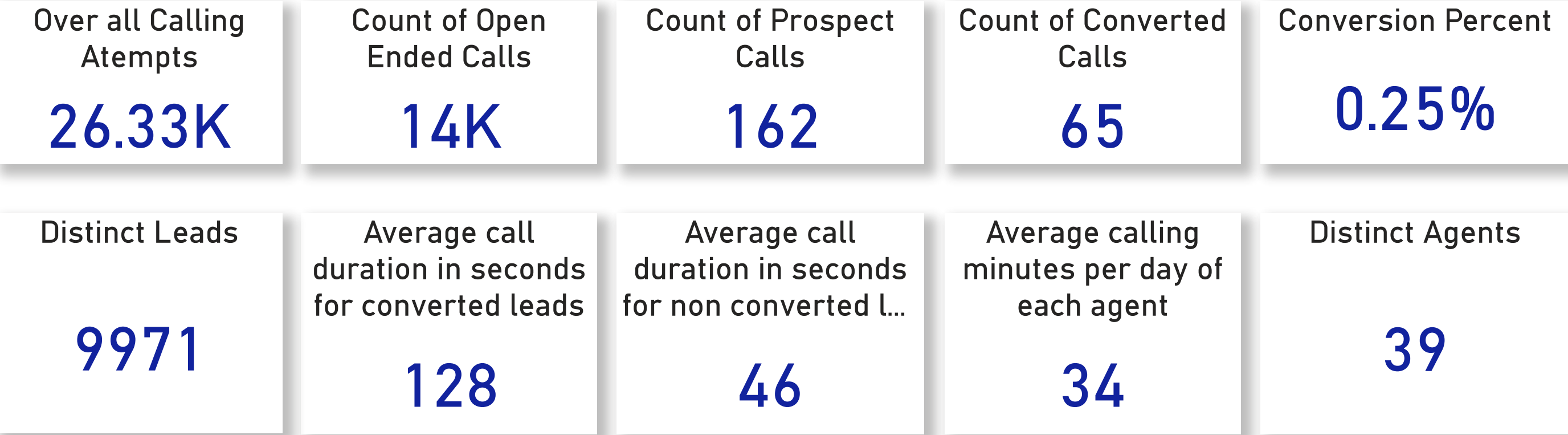


EDOLOGY REPORT (1st - 15th March, 2023)



INSIGHTS

- Open ended calls accounted for 54% of total calling attempts.
- 42 % of calling attempts were made on the closed or discarded disposition.
- 91 % calls were Outbound.
- 33 % percent calls were Answered out of the total calling attempts
- 67 % of the total calls were Not Answered
- 31 % percent of calls made to leads with negative engagement were Answered.
- 33 % of calls made to leads with positive engagement were Answered.
- 1 call is converted from the calls made to leads with negative engagement compared to 64 converted calls for positive engagement leads.
- Highest average call duration stands with Converted calls (128 seconds), followed by Enquiry calls (124 seconds)
- For incoming calls 58 % were Answered and 42 % were Abandoned
- Average attempts for Closed disposition is 2
- Average attempts for Open disposition is 3
- 22 out of 24 leads were converted the same day with an average of 2 attempts
- **Outlier**- There were 11 calls (both Inbound and Outbound) made same day to a converted lead (+91-7985594156)