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

Over all Calling Atempts

26.33K

Count of Open Ended Calls

14K

Count of Prospect Calls

162

Count of Converted Calls

65

**Conversion Percent** 

0.25%

**Distinct Leads** 

9971

Average call duration in seconds for converted leads

128

Average call duration in seconds for non converted l...

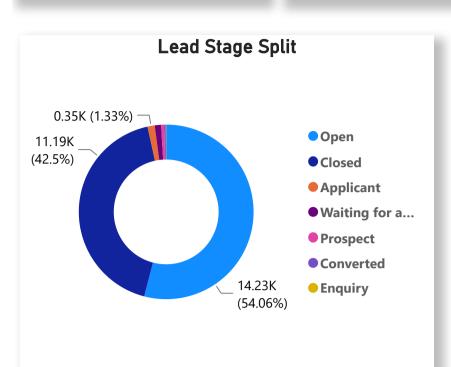
46

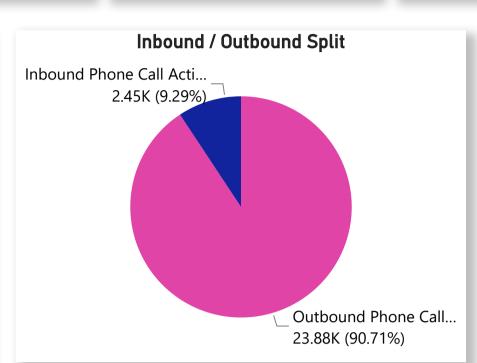
Average calling minutes per day of each agent

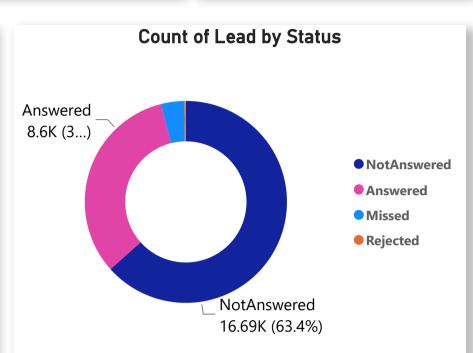
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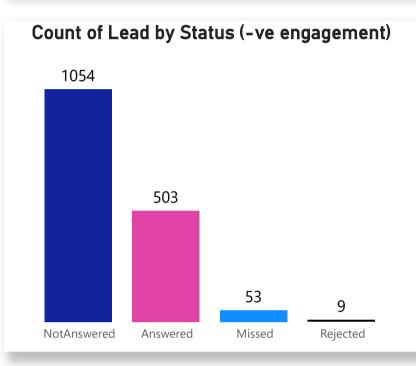
Distinct Agents

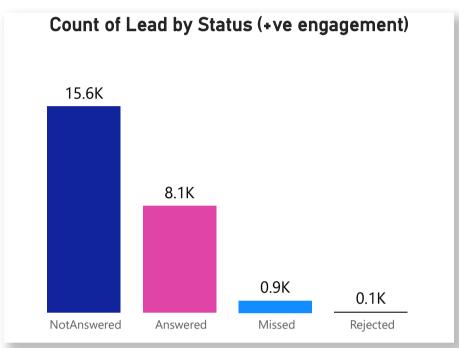
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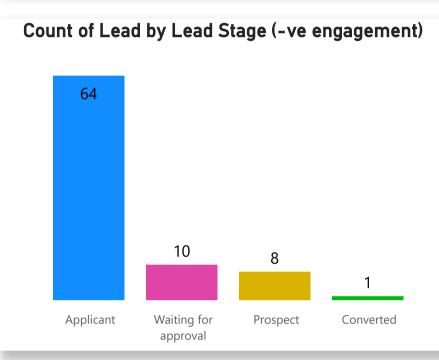


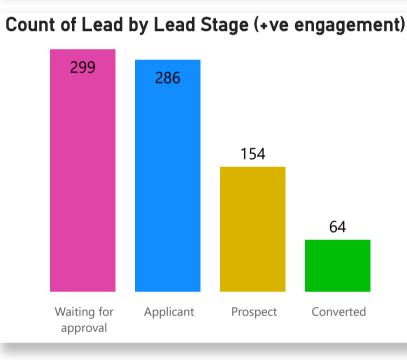


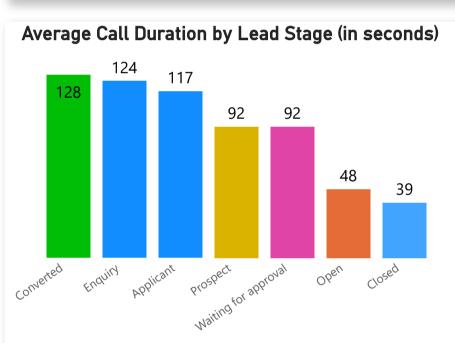


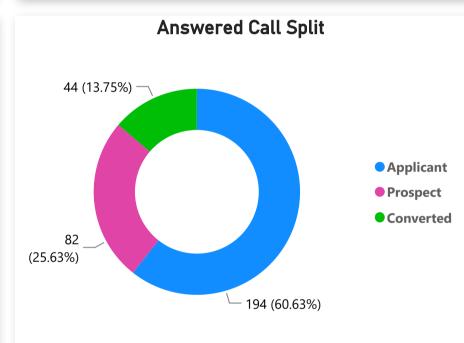


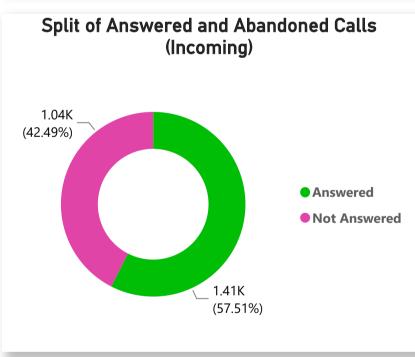


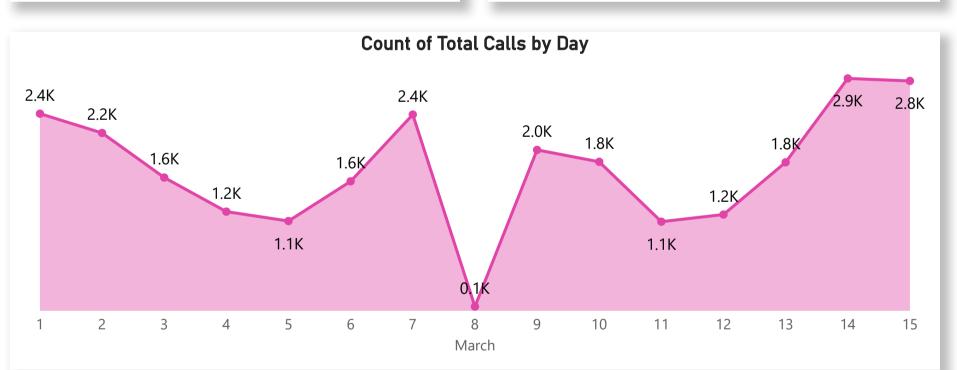


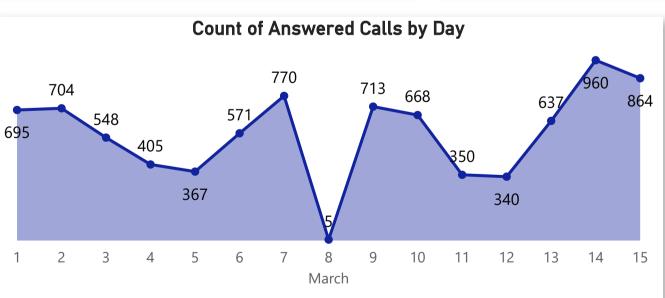


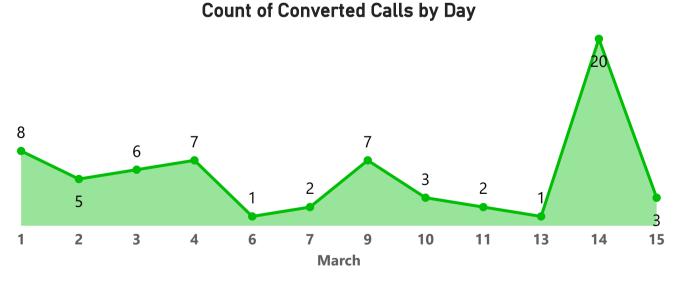












Conversion: Inbound

**54**%

Conversion: Outbound

46%

Average Attempts : Inbound

2

Average Attempts : Outbound

4

Outliers

0 5 10 15 2

## INSIGHTS

- Open ended calls accounted for 54% of total calling attempts.
- $\cdot 42~\%$  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.
- 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)