

## Desk Log Analysis Summary

### **Funnel Summary:**

- Leads Created: 17
- Contacted: 9 (-47% from prior)
- Appointments Set: 0 (-100%)
- Showroom Visits: 0
- Deals: 0

### **Response Time:**

- 1–24 hrs: 9 leads
- No Attempt: 8 leads

### **Top Lead Sources:**

- KBB ICO (mobile): 3 leads, 100% contacted.
- GM Financial Payoff Request: 4 leads, 0 contacted.
- AutoAlert: 3 leads, 33% contacted.

Insight: Major drop-off at "Appointments Set".

AI-driven automation can fill this gap with faster, consistent follow-up.