

Jane Miller:	<u>05:27</u>	That's right Glen. Lead conversion is definitely a hot topic we're seeing across our customer base. It's a sticking point in sales-marketing alignment . Definitely want to learn more about what's going on. Before we dive in, can I ask what's driving the urgency behind this issue?
Glen Thomas:	<u>6:10</u>	Yeah, so, we're in budget season, and our management is asking for ROI on our campaigns . We struggle to connect leads to outcomes.
Jane Miller:	<u>6:43</u>	Thanks, yeah, we've definitely heard that one before. Um, have you done a walk through of your current lead management process to determine where the gaps might be?
Glen Thomas:	<u>7:14</u>	Good question. We, started to do something like that, you know, a walk through, but we weren't able to fully get to the bottom of things.
Jane Miller:	<u>7:45</u>	No worries. One of the things we do well is to help our customers frame the problem and prioritize their implementation needs. We have a full suite of campaign solutions, ranging from customer segmentation to to campaign analytics. We have helped similar customers, like Salesforce and ServiceNow, optimize their conversion rates .
Glen Thomas:	<u>8:10</u>	That all sounds very relevant, how can I learn more?
Jane Miller:	<u>8:16</u>	Yea, for sure. What we can do is set you up with one of our account team executives. They are very helpful at jointly exploring root causes and then arriving at a recommendation. So um, how does Thursday look for you in the afternoon?
Glen Thomas:	<u>9:08</u>	Okay, Thursday works well for me. Let's see uh, about the time. (inaudible sounds) Sorry, um I'm also checking the sales vp's schedule so he can be involved too. Um, 2pm works well.
Jane Miller:	<u>9:55</u>	Great! I have you scheduled for 2pm on Thursday. Have a nice day!