

SLA AUTOMATION & TRACKING

Improve lead response time to fuel efficient growth

Accelerating speed to lead improves sales productivity, increases conversion, drives funnel velocity, and scales efficient growth.

To improve lead response time, it's critical for Go-to-Market leaders to:

- Define service level agreements (SLAs)
- Automate and optimize processes to improve SLA compliance
- Build processes to track SLA performance
- Report out on SLA compliance
- Hold reps accountable for missed SLAs

78%

of customers buy from the inquiry first response
(Lead Connect)

7X

Qualify more leads by responding in first hour
(HBR)

7%

Of companies respond in 5 mins, 55% take 5+ days
(Drift)

Optimize speed to lead with LeanData's SLA Automation

Increase conversions and book revenue faster by enabling Sales managers to reinforce the importance of speed to lead with time-based automated activities and notifications.

Configure single or multi-step SLAs with Track SLA nodes in your orchestration. Hold records until all SLAs are met or defined time limits expire before directing records further on their paths.

"It is about accuracy and efficiency and making our top of funnel as effective as possible. We all know, if it takes you an hour versus 5 minutes to follow up, the one who follows up within 5 minutes is more likely to connect. So it's efficiency and speed that matter most, and we have that now."



Emily Ketchum
VP of Marketing Operations
Brandwatch

Why It Matters

Time-to-response tracking: Improve SLA compliance by automatically tracking timed actions so you can quickly measure GTM processes.

Process intelligence: Measure process performance easily and identify bottlenecks by stamping field values directly into routing logs as each record is routed.

Notifications and reminders: Alert reps of priority leads via email or Slack, and notify the manager or automatically reassign if a lead is not actioned in a timely manner.



Core Actions

- **Make Sales-Ready:** Hold a record until enrichment is complete, then route through the established process.
- **Automate Notifications:** Hold record until Lead Status changes to “Qualified,” then route record to an Account Executive with an automated notification to engage.
- **Act or Re-Route:** Hold record until Lead Status changes to “Working;” otherwise, exit the node after 1 hour for reassignment to a different SDR.



GET STARTED TODAY

Visit LeanData.com to learn more about LeanData’s go-to-market operations solutions for Matching, Routing and Engagement, or visit us on [AppExchange](https://AppExchange.com).

REQUEST A DEMO

Why LeanData?

LeanData helps B2B enterprises fuel efficient growth by aligning marketing, sales, and customer service execution with the buyer journey. Our Intelligent GTM Orchestration platform acts as the connective tissue across the revenue lifecycle, integrating and normalizing buyer data, automating signal-driven workflows, and delivering AI-powered insights. The result is faster, cleaner execution and the ability to adapt GTM motions with agility without coding. More than 1,000 leading companies and a community of 5,000+ OpsStars rely on LeanData to achieve speed to lead, higher conversions, accelerated pipeline, and predictable growth by turning buyer signals into coordinated action.