


SLA Automation & Tracking

Improve lead response time to drive revenue growth

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

To improve lead response time, it's critical for revenue growth 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



Speed wins!
Lead Response Time =
Lead Processing Time +
Representative Response Time

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.

Prioritize SLA-related actions with Hold Until nodes in your growth plays. Hold records midway through processes until either specified conditions are met or defined time limits expire before directing records further on their paths.

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.



Consider the following:

78%

of customers buy from the company that responds to their inquiry first

(Lead Connect)

7x

more likely to qualify a lead when reaching out within an hour as opposed to just one hour later

(Harvard Business Review)

7%

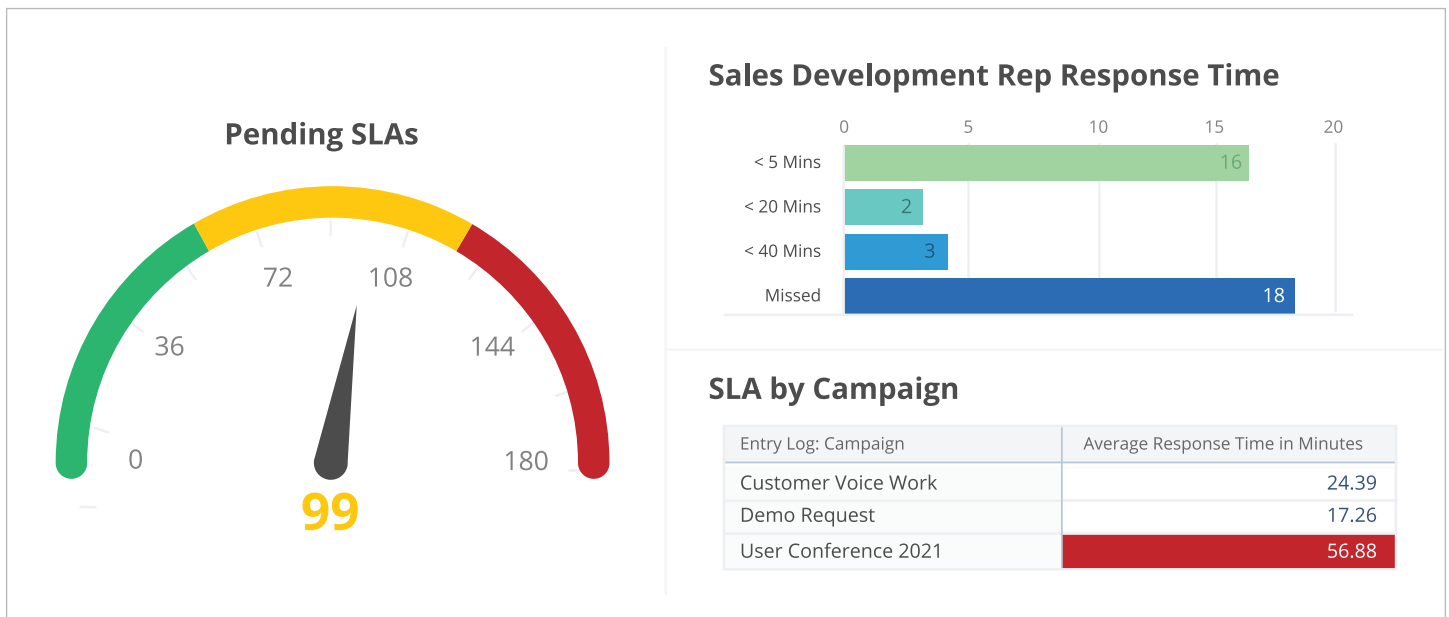
of companies respond to leads within five minutes, while 55 percent of companies respond in five or more days

(Drift)

Time-to-response tracking: Improve SLA compliance by automatically tracking timed actions so you can quickly measure and optimize your growth plays.

Log mapping & metrics: 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.



Custom reports and dashboards: Quickly view lead response and SLA compliance metrics such as the number of missed SLAs and average response time by role, region, and/or campaign.

[Request Demo](#)

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

Why LeanData?

Today's growth leaders power their B2B selling with LeanData, the gold standard in modern revenue orchestration and an essential element of the modern RevTech stack. The LeanData Revenue Orchestration Platform, powered by No-Code Automation, simplifies and accelerates coordination of all the plays, people and processes needed to transform buying signals into buying decisions. LeanData is inspiring a global movement among its 800 customers and community of 5,000+ Ops Stars worldwide, empowering them with revenue operations excellence that translates into compelling buyer experiences and competitive advantage. Join the movement!