



timetoreply
Ratio

I'M
KIND
OF A **BIG**
DEAL

Thank You Covid-19!

- Covid-19 helped us discover a NEW and exciting ratio to *DRAMATICALLY* increase sales! And it only costs \$10!
- Prior to Covid—it was IGNORED!
- Fewer people working out of office, sales can't catch them by phone. But they can by email... if they reply *QUICKLY!*



Problem with *Sales Teams* – Covid-19

- Your sales team is “working” from home--*you hope*
- You notice *fewer* phone calls (many prospects don't pick up), but a LOT more *email* requests
- Sales tends toward emails anyway... *if you let them*
 - Less sense of rejection than phone calls
- Team dynamics don't apply at home
 - Phones are not buzzing, no two-cow theory
 - Dampens competitive atmosphere
- But you don't even know *when* they start, or if they *are even working*



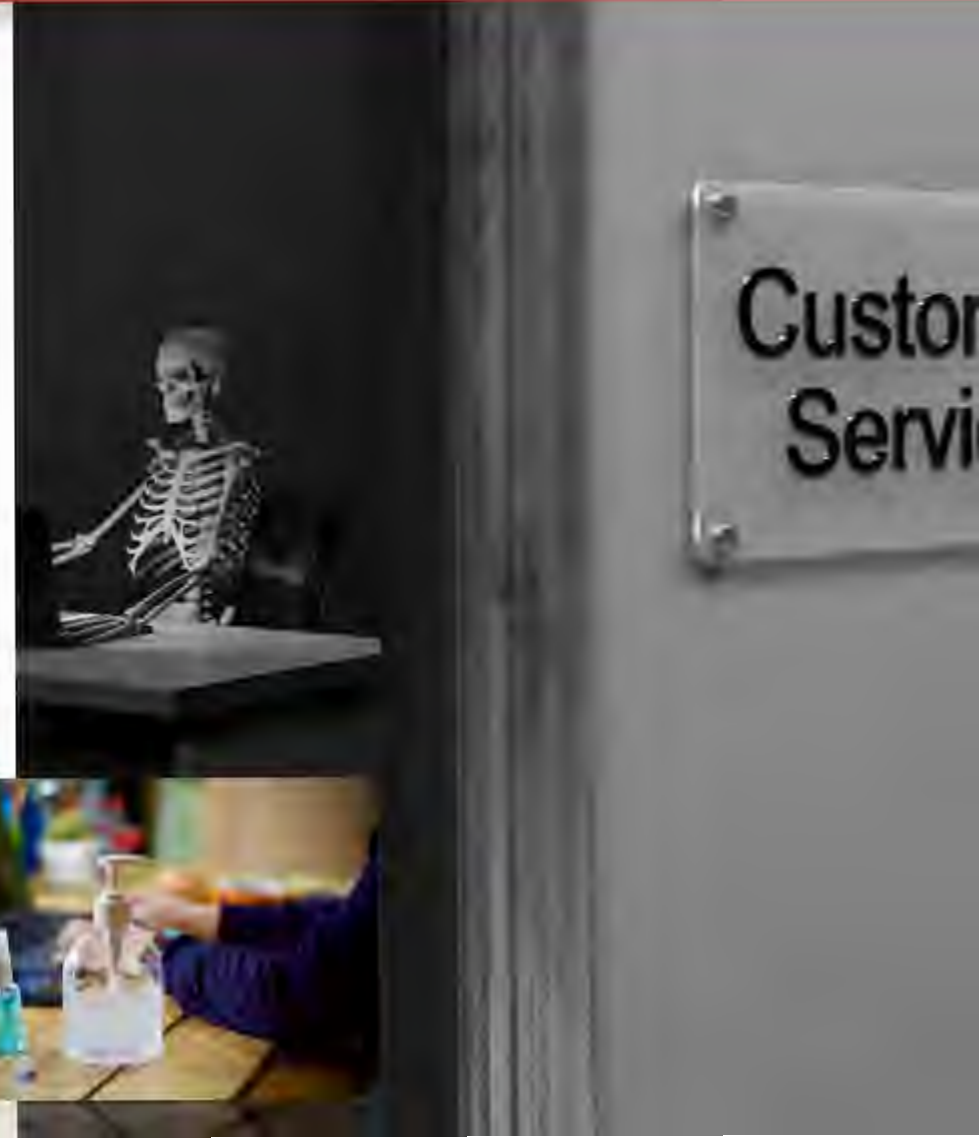
96.08%

of the sales leaders say **email** is their go-to when communicating to potential customers.



SAME Problem - Customer Service

- Fewer calls
 - Calls are not always routing to home phones—so fewer valuable analytics
- Is customer service even working (from home) the same hours, or the hours expected?
- A LOT more emails (up 20% according to some studies)
- But is support being *more* responsive, or *less*?
- How *fast*?
- Does it matter? A little? A lot?



Problems & Concerns – from HR

- Are employees even working?
- Which employees do well, and which do not?
 - Social Distancing may eventually reduce total attendees allowed in the office
 - Many do NOT work well at home
 - Distractions, kids, TV, sleeping in
 - Which employees are *fine* working from home--which fail?
- How can you even find out?



You Have to Work QUICKER!

- Fewer consumers are working—less money to spend, but same # of competitors
- If you can't increase leads, you have to be *more efficient* with the *limited* leads you have. Wiser. Smarter... and **QUICKER**?
- What does **SPEED** have to do with it?



Recently Recognized *Ratios*

- Respond **FIRST** = Close more deals!
 - Respond **in 1 hour**
 - **7x** more successful than **2 hours**!
 - **60x** more successful than **24 hours**!



Response Time Impacts Sales

Companies that respond
to inquiries within **1 hour**
are more likely to
qualify the lead

7X more successful than those who take 2 hours

60X more successful than those who take 24+ hours

Recently Recognized *Ratios*

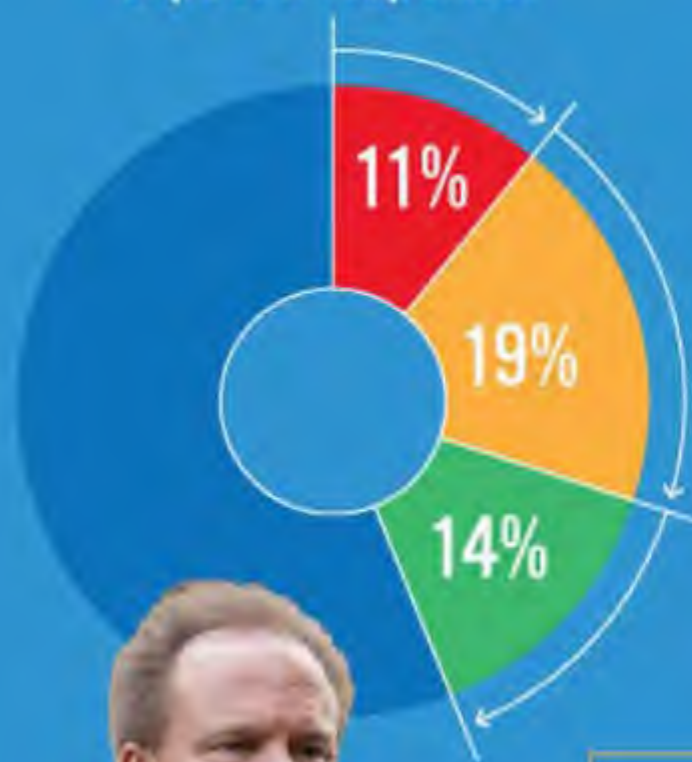
YET, the average response time for sales leads is 42 hours

- **78%** of sales go to the **FIRST** company to respond
- You not only have to respond—but CATCH them at their desk (when they are *hunting* for help)
- **900% increase** in contact rates when responded to in *under five minutes*
 - You CATCH... you SELL



Responsiveness is Important

When do clients expect a response?



15 minutes 1 hour 4 hours Longer

YET, the average response time for sales leads is 42 hours



It's not just the younger generations —

1 in 3 GenX and Boomers
expect a response in less than 1 hour



Recently Recognized FACTS

- Prospects go elsewhere if unresponsive
 - 80% Americans say **speed, convenience, knowledgeable help** and friendly service are essential elements to positive experience
 - 80% customers will also continue using a business, **spend 67% more**—when expectations are met
 - 60% will **WALK** after a few bad experiences

customers are 80% more likely to continue using a business — and eventually spend 67% more

BUT, 6 in 10 will walk away after just a few bad experiences



- One of THE most **important** sales & customer service **metrics**
 - But it is **NOT being tracked** or improved!

Time To Reply RATIO

The **SINGLE**
greatest
NEW ratio to
increase
sales via email!



Solution – *Time To Reply* Ratio

- *Time To Reply* Ratio – New Category
 - Tells you how FAST sales or customer service is responding
 - Monitors – time started, time ended and all work patterns
 - You know EXACTLY which employees are “working” the schedule
 - Uses existing email system – you do nothing new... it just works!



Solution

- Four main reasons to consider Time To Reply Ratio
 1. Quick and Easy – Set & Forget
 - Gauge team performance, productivity, and workload without the team having to do more paperwork
 2. Non-intrusive – no need for training or workflow interruption
 - Does NOT access email content or require your staff to learn how to use another tool



Solution

- Four main reasons to consider Time To Reply analytics

3. Actionable insights

- Email Time to Reply Ratio allows you to
 - Monitor team performance and workload. If team active—great, if not re-coach
- Track team *and* individual response times—*your Time to Reply ratio...* seldom tracked

4. Increases sales & happy customers (brand value)

- We all LOVE it when a company responds to us QUICKLY
- Track it, improve it = increase sales!



The BIG Question

So, how can you use email analytics data to monitor and support the productivity of your sales & support teams, respond to clients and leads QUICKLY (to increase sales) – all at an affordable price?

Perhaps you should consider...



Best Solution



timetoreply

World's BEST Email Performance Analytics Software



Credibility

- Trusted email analytics platform used by SMEs and Fortune 500 companies—including **Hisense, Xerox, and HP!**
- Founded in 2011 and lead by a credible team of entrepreneurs, developers, and investors
- Security: ISO 27001 and Google Security Audited
- Leadership includes former VP GE, Sr. VP Motorola, launched Netscape and AOL, and launched over 400 products



Best Solution

Five reasons to consider timetoreply

1. UNIVERSALLY compatible
2. The BEST *performance* analytics
3. The BEST shared *and* individual mailbox tracker
4. The data LEADER
5. The price-performance LEADER



1) Universally Compatible

- Works with *all* mailboxes
 - *ONLY* email analytics tool that tracks individual *and* shared mailboxes for ALL email clients
 - Supports Gmail, G Suite, Outlook, o365, iMAP, MS Exchange, Mac Mail, Mimecast



2) Best *Performance* Analytics

- Tracks inbound *and* outbound email volume
 - Provides stats on the volume of inbound and outbound emails for *each* staff members *or* for shared mailboxes
 - Accurate picture of everyone's productivity and workload, enabling you to support/make changes where needed
- Tracks average reply times (Time To Reply RATIO)
 - View initial, overall, and average response times for teams and individuals
 - Helps coach performance where needed, or reward superstars
 - Set goals so everyone focuses on replying faster to the revenue-focused emails that matter most



3) Best Shared & Individual Mailbox Tracker

- Tracks *individual* mailboxes
 - Tracks individual email performance of each team members
 - Quickly compare team member's performance over time, and take corrective action
- Tracks *shared* mailboxes
 - Track analytics of any shared sales or customer service mailbox
 - Set SLAs, reply times goals and achieve team objectives



3) Best Shared & Individual Mailbox Tracker

- Tracks individual contributions to shared mailboxes
 - See who's contributing the most or least to shared mailboxes
 - Re-balance workloads among your team members
 - Identify areas of productivity improvement
 - Start new initiatives with team members who have extra time



4) Data Leader

- Pre-ingested baseline data
 - Provides a comprehensive baseline of up to 2 years of data
 - Creates an established average—helps track & improve your team & company's performance
- Real-time reporting
 - Teal-time, extensive metrics, in one central dashboard
 - No extra steps to 'unlock' features or data when you need it



4) Data Leader

- Customized scheduled reports
 - Automatic personalized reports sent directly to your inbox on the metrics you care about most – no need to login to retrieve
 - Reports can also be sent to management or fellow team members
 - Everyone is aware and accountable



5) Price-Performance Leader

- Affordable
 - Much more affordable than complex CRM, employee monitoring, or collaboration software
- Annual Subscription Discount
 - Can also save with the multi-tiered plan
- No hidden or extra fees for managed services
- FREE support
- Full Feature FREE trial – see RATIO in minutes!



Picture This - Your Old Life

- Employees are stuck at home and you have no idea if they're still productive
- You get a *complaint* from a customer
 - Apparently, they've been waiting days for a reply from your team and are so irate that they've left for your competition
 - Another loss you can't afford!
- And the leads? Where are they? Who's closing them?
 - You've tried an expensive tracking tool but it's invasive--your team hates it, half of them aren't using it, and it's been a flop



Picture This – Your New Life

- Within minutes you have your first email *timetoreply* report
 - You know your exact RATIO!
 - You see that your sales team is on the ball and responding to leads at lightning speed
 - You reward your superstars and they work even harder, closing more deals!
 - Sales INCREASE... dramatically!



Picture This – Your New Life

- You also notice Jenny from customer services doesn't seem to be online much at all
- In fact, she only begins to respond to emails at 2 pm!
 - You quickly get her the coaching she needs
 - Your customer services team sets a response time goal and see immediate weekly improvements
 - You watch your team respond quickly and upsell to existing clients
- Your boss loves you. *Your team is on fire...*

Life is good



One RATIO to Rule Them ALL!

- One of the few incredibly valuable RATIOS to...
 - Increase sales (up to 7x)
 - Increase customer satisfaction
 - Monitor remote workers
 - Without requiring any major integration to obtain
- Instant setup, instant ratio, non-disruptive—super affordable!
- WOW!



Next Steps

- Check out the product video
- See the Features & Benefits
- Start a FREE trial
- Book a FREE demo
- Get a quote



Timetoreply retrieves 15 days of prior data and only takes minutes to setup, so it will provide your current RATIO instantly