

# MBA-Speed to Contact Research Study

For the second consecutive year, InSellerate conducted a research study to identify the speed to contact of companies attending the MBA. First to contact is one of the functions of the InSellerate Automated Lead Acceleration Technology that enables clients to sell more, and sell more efficiently.

Why is it important to be fast and first to contact leads submitted online or by email?

- First, consumers **expect** it.

Consumers expect a response within:

▶ 30 minutes **32%** ▶ 1 hour **42%**

- Second, you optimize your sales opportunity by connecting with the prospect while they are actively in their decision-making process.
- Third, it helps you sell more.

## Research Design

### Timeframe:

September 2015 – October 2015

### Methodology:

Companies listed on the MBA attendee list were contacted through their online inquiry form or via email.

**Sample Size:** 1,188

## Key Findings

- ✓ As a whole, the companies in the study did not meet consumers' expectations when it comes to inquiry response time.
- ✓ Almost half of companies did not respond to the online or email inquiry at all.
- ✓ Of those companies that did respond, the average response time exceeded 12 hours.
- ✓ The primary means of response was email, which is a passive, non-engaging, relatively non-effective method of contact.

