



**Conor Bowler**  
Principal Product  
Manager



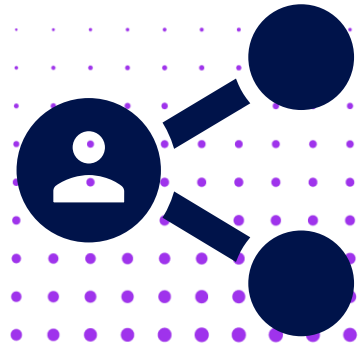
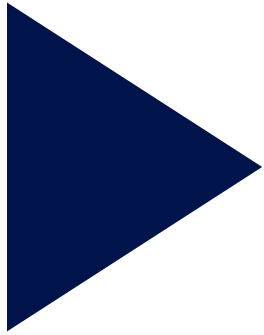
**Leah Tillyer**  
Product Marketing  
Manager

## WEBINAR

# Success Intelligence Launch & Live Demo

**Struggling with Consistent Sales  
Performance?** Discover How AI Uncovers  
What Actually Works.

# House- Keeping



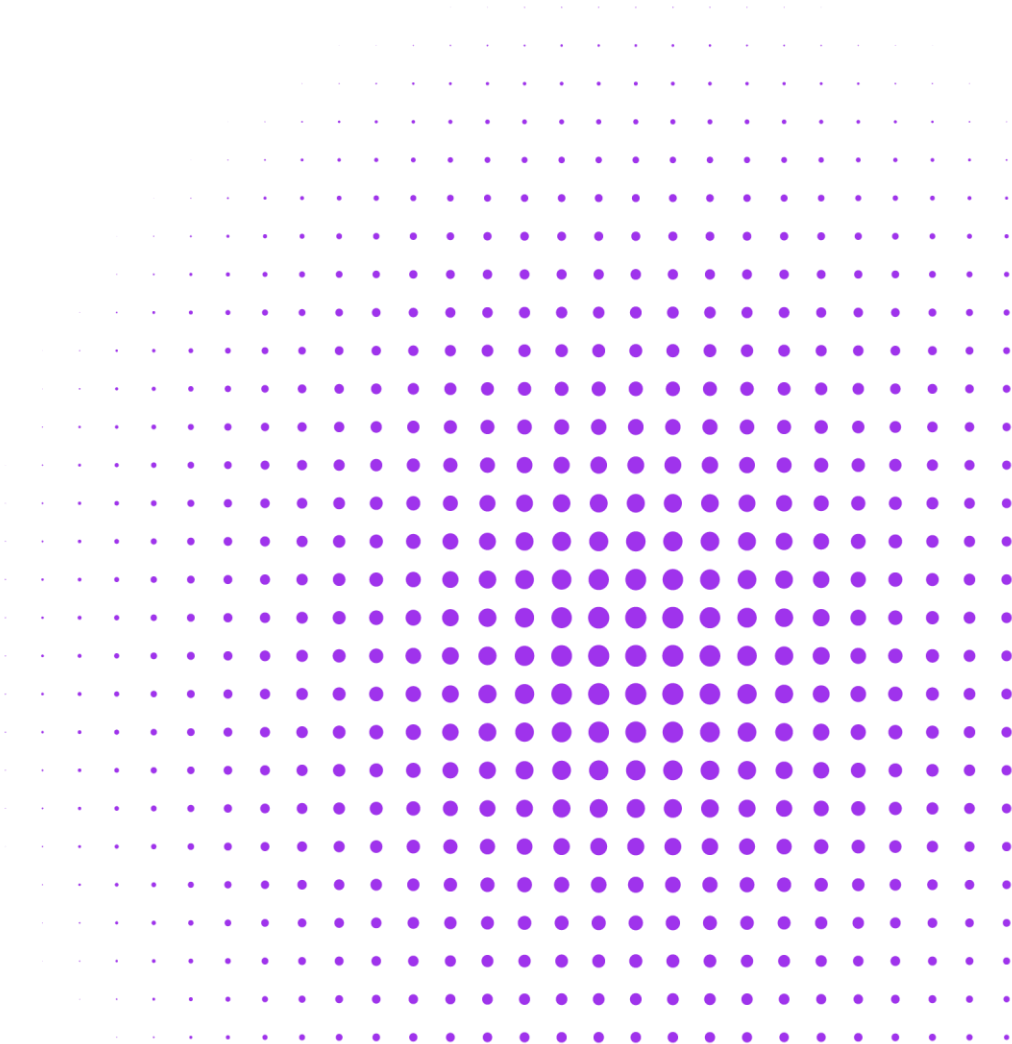
# Introductions



**Conor Bowler**  
Principal Product  
Manager



**Leah Tillyer**  
Product Marketing  
Manager



# Why most contact centres miss valuable insights

|                                     |                                  |                                    |                                    |
|-------------------------------------|----------------------------------|------------------------------------|------------------------------------|
| Manually listening to calls.        | Check list for compliance.       | Check list for performance.        | Random call sampling.              |
| Limited call sampling.              | Extensive note taking.           | Cumbersome speech analytics.       | Inaccurate speech analytics.       |
| Manual tagging in speech analytics. | Complex speech analytics set up. | Sync delays with speech analytics. | Siloed data from speech analytics. |



# Are your sales team performing at their best?

## Average Daily Calls per Agent

Teams that make more calls tend to achieve greater success, especially in cold calling. Could increasing your call volume help your team reach its targets?

**65.55**

mean number of daily calls per agent



**50%** of sales teams handle between **31-60** calls per agent per day

## First-Call Close Rate

High first-call close rates show your team's skill in turning well-qualified leads into sales. How does your team compare?

**28%**

mean first-call close rate

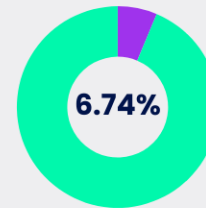
**30%**

teams achieve a **20-29%** close rate



## Success per Call Rate

Tracking your success rate can pinpoint where campaigns are excelling and where adjustments could boost conversions. Are you optimising every opportunity?



mean success per call rate



**26%** of teams achieve a **4-5%** success rate



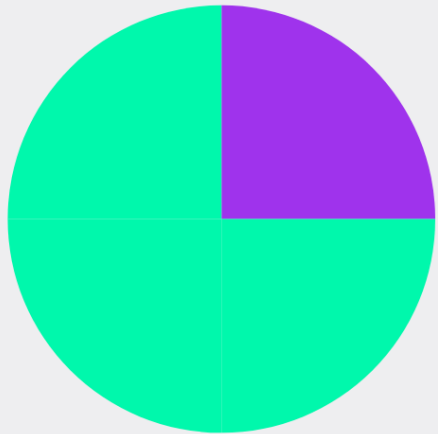
# Or are they leaving opportunities on the table?

## Average Revenue per Call

Revenue per call is one of the best ways to measure ROI. Tracking it across agents, teams and campaigns helps you uncover strategies that drive profitability.

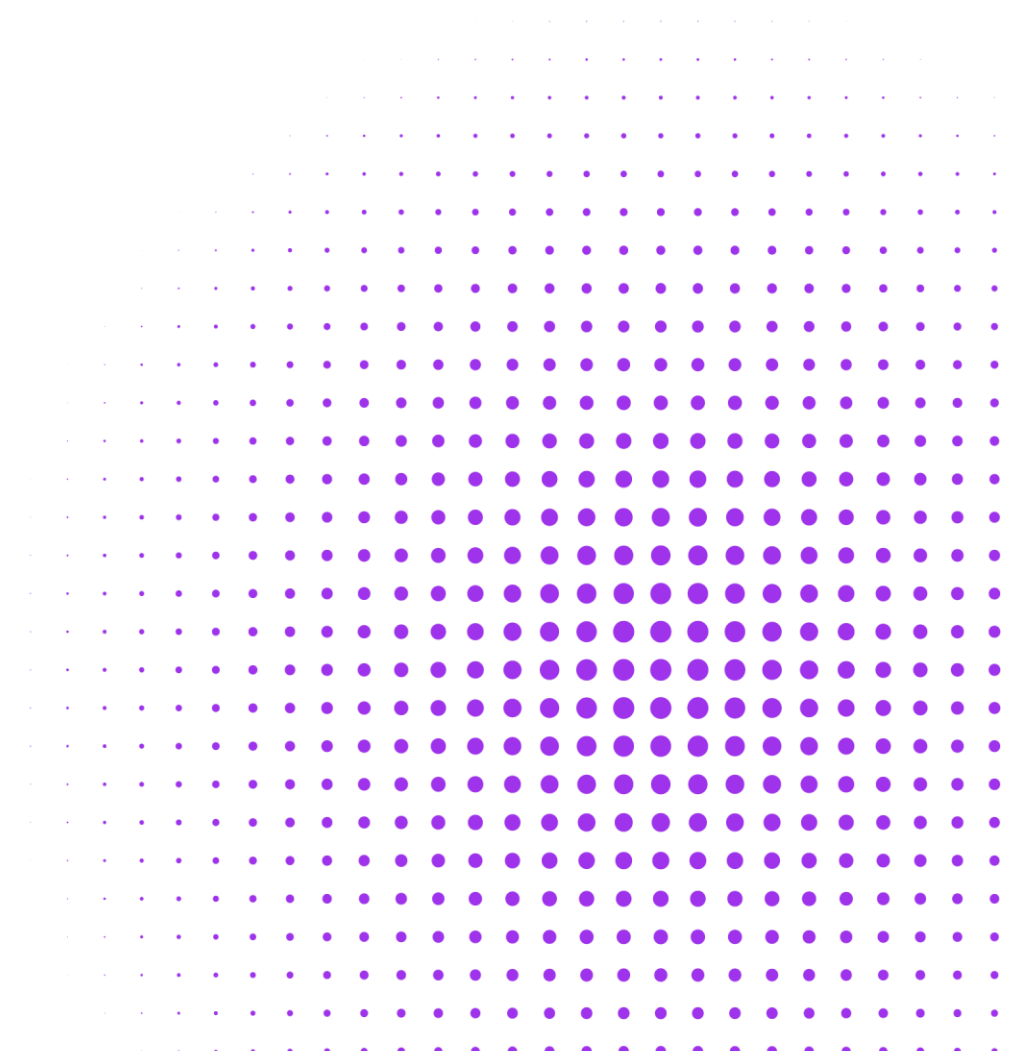
£197.60

mean average revenue per call



25%

of teams generate between **£30-£59** per call



# Your customers have Spokn – find out what they're saying.

Speech analytics that delivers affordable, out-of-the-box insights for better business decisions. .

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