

RESPONSE & BOOKING

Speed-to-Lead Review

Fixed price: \$129

Format: 5-page sample written report

Delivery: asynchronous

FICTIONAL SAMPLE - NOT A REAL CLIENT

Executive snapshot

Harborview Restoration, a fictional property restoration contractor, is used to demonstrate how this service is delivered. Measure response-time distribution and isolate delays by source, time, or owner.

Primary risk

One-quarter of leads wait more than an hour

Best next move

Route web-form alerts to a primary and backup owner.

Evidence reviewed

Inquiry timestamp; first human response; source; business-hours flag; outcome.

What this report does

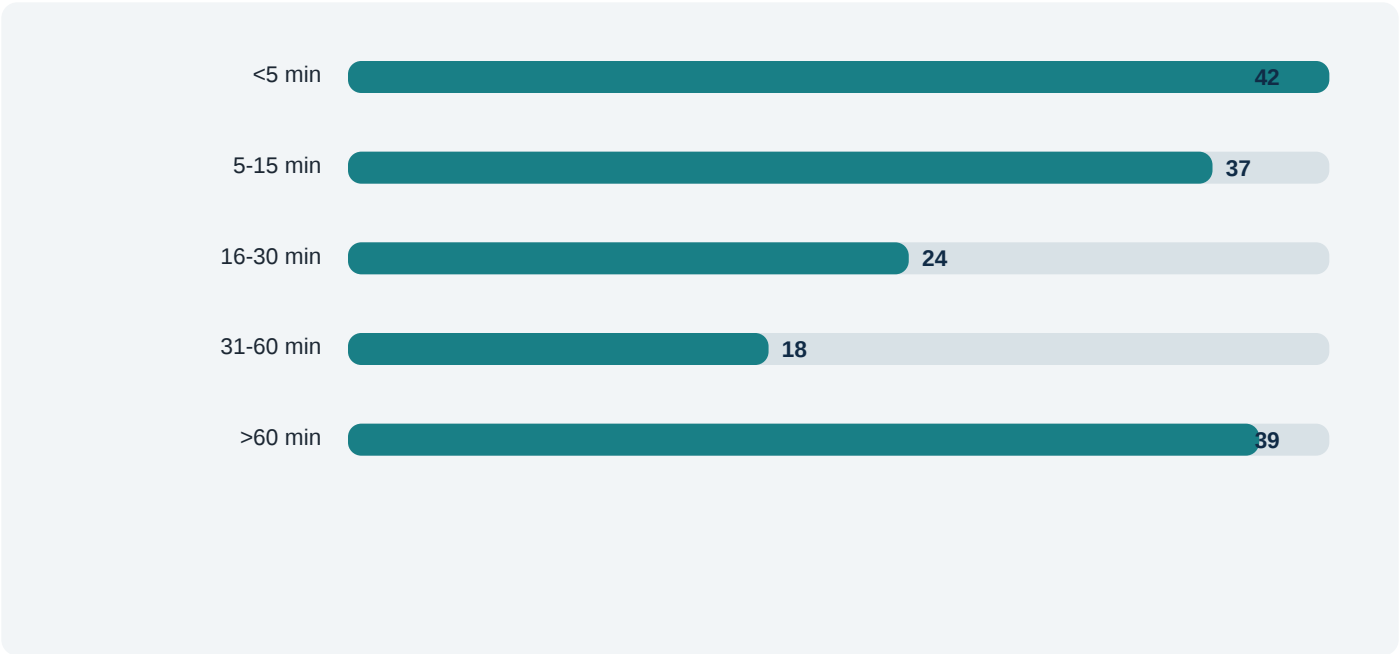
Converts the supplied evidence into prioritized operational actions without inventing ROI or revenue-loss claims.

SERVICE-SPECIFIC ANALYSIS

Current-state review

The sample analysis below uses synthetic records to show the type of evidence this service would evaluate for a real client. The numbers are illustrative, not benchmarks.

Illustrative operating data



Interpretation

The delay is concentrated in web forms and late-afternoon inquiries. Phone inquiries are handled immediately; form leads depend on manual inbox checks. Some leads are seen quickly but not assigned until later.

PRIORITY FINDINGS

What deserves attention first

Priority reflects operational risk and controllability, not a claim about financial impact.

HIGH One-quarter of leads wait more than an hour

The delay is concentrated in web forms and late-afternoon inquiries.

HIGH Fast responses are not evenly distributed by source

Phone inquiries are handled immediately; form leads depend on manual inbox checks.

MEDIUM Ownership delay creates avoidable lag

Some leads are seen quickly but not assigned until later.

Control implication

The immediate objective is not to add complexity. It is to make the smallest number of controls visible, owned, and repeatable enough that the process can be managed consistently.

RECOMMENDED ACTIONS

30-day implementation rhythm

The sequence below is intentionally limited. Complete the control work in order, confirm adoption, and only then expand the process.

0-7 days	Route web-form alerts to a primary and backup owner.	Owner / manager
8-21 days	Set a 15-minute business-hours first-response standard.	Process owner
22-30 days	Track first response separately from assignment so the true delay is visible.	Manager review

Operating rules

- Assign one accountable owner for each action.
- Use a dated next action or review date.
- Measure only fields the team can maintain consistently.
- Do not add software or process complexity unless the current controls are actually being used.

NEXT-STEP ROADMAP

What to maintain, what to revisit

MAINTAIN	Keep the controls that are already producing reliable visibility. Do not change a working control simply to make the process look more sophisticated.
REVISIT	Review the high-priority finding after 30 days with the same evidence definition used in this report.
STOP / CLOSE	If the control is stable and the underlying question is answered, no additional paid service is required.
ESCALATE ONLY IF EVIDENCE SUPPORTS IT	A different service is appropriate only when a separate operational problem becomes visible outside this report's scope.

Limitations

This sample is illustrative. A real report would use only client-supplied or client-approved evidence, state any missing fields, and avoid unsupported conclusions.