



47

Missed Calls Recovered

2m 14s

Avg Web Lead Response Time

34

Web Leads Responded To

32

Quote Follow-Ups Sent

11

Appointments/Jobs Booked from Follow-Ups

28

Reviews Requested

19

Reviews Received

85

Old Leads Reactivated

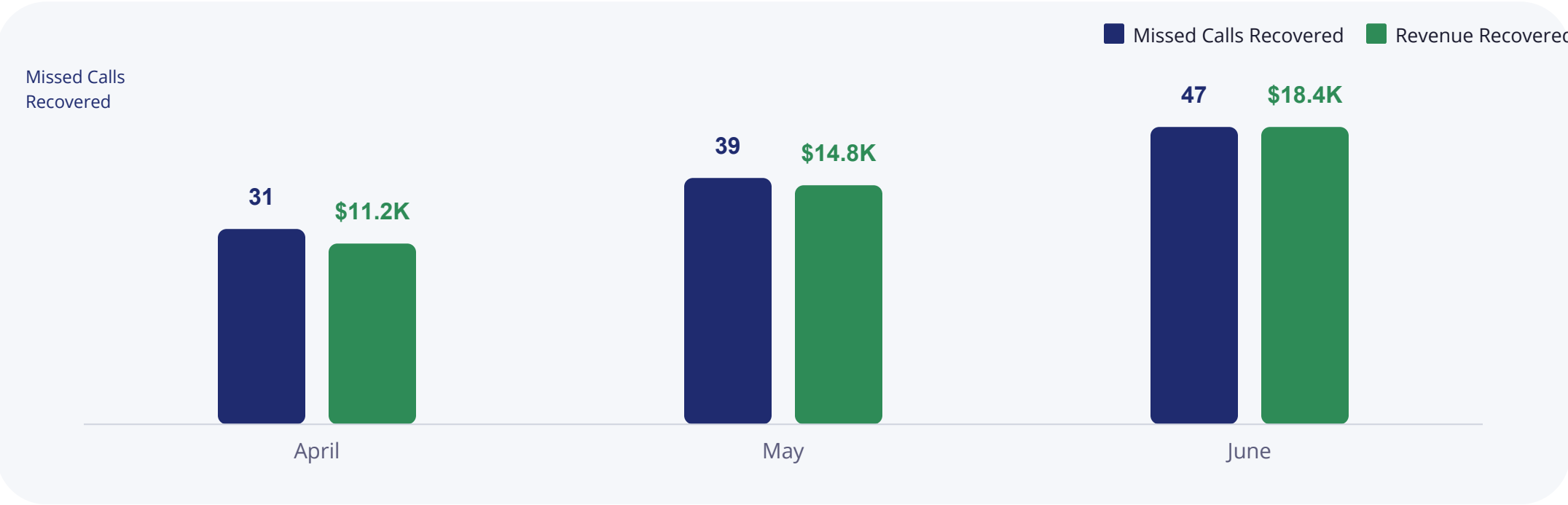
23

Responses from Reactivation Campaigns

\$18,400

Estimated Revenue Recovered

Month-Over-Month Trends



Highlight of the Month

A reactivation campaign brought back a \$6,200 water heater replacement job from a lead that had gone cold 4 months ago.

Recommendations for Next Month

1.

Increase review request automation to boost monthly count above 25
2.

Launch a seasonal AC cross-sell campaign targeting existing customers
3.

Test a win-back sequence for lost quotes from the past 60 days