



Response Time Manual



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CALL OR EMAIL FOR DETAILS



Overview

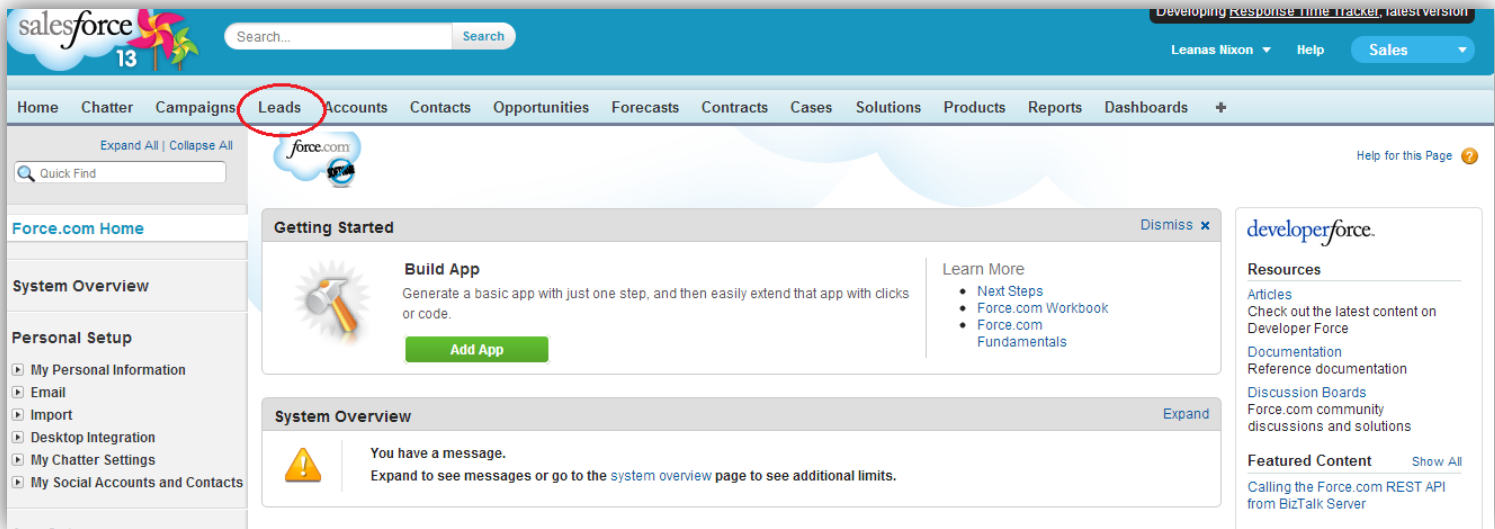
Response Time allows management to have the detailed visibility into lead response times they have always wanted with Salesforce.com. Now, lead response times are easily captured and displayed in reports.

- **Response Time** provides management greater visibility and insight into sales reps' daily activities by accurately tracking all lead response times.
- **Response Time** allows sales management to know how long reps have had their sales leads assigned to them before logging their first activity (tasks, events, etc...). The app displays lead response times in minutes on custom Salesforce.com reports and a dashboard. The analytics can be customized to display lead response times in hours or days.
- **Response Time** helps increase sales by decreasing the time it takes sales reps to respond to assigned leads. Being the first to call gives your company a leg up on the competition.

Response Time provides enhanced Salesforce.com functionality, which greatly assists executive management. With the app, it is now possible to determine how long it takes sales reps to log activities, tasks or events after a lead is assigned to them. This greatly improves sales rep productivity because it is now easily discernible whether the deals are not closing because of a slow response time or other factors. Now, instead of leads lying dormant for hours, days, weeks or even months, sales management can ensure their sales reps are actively working their leads and responding quickly. The app displays lead response times in minutes on custom pre-built reports and a dashboard, and it can be customized to display in hours or days. Independent research has conclusively confirmed that sales reps that do not quickly respond to leads are at an almost unrecoverable disadvantage compared to companies that respond first. Confirming your reps are the first to call the customer gives your company a strategic advantage over the competition. This will help you close more deals and reach your ultimate goal: increasing your bottom line.

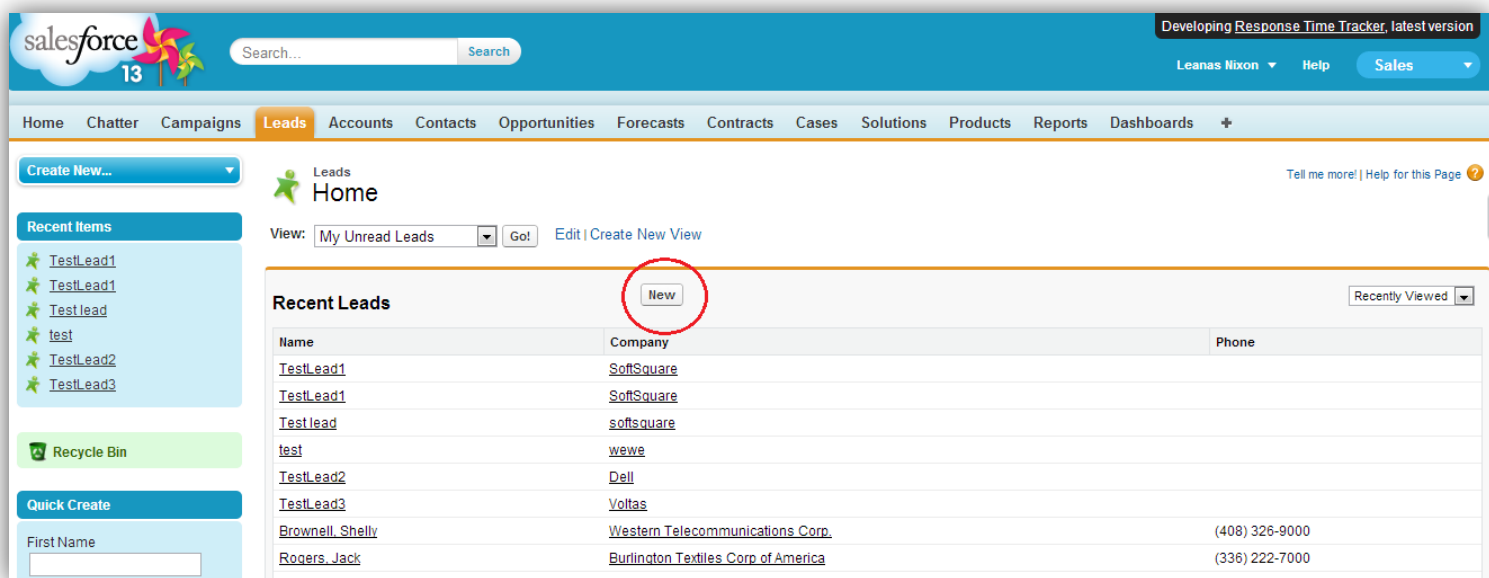
Instructions

Step 1: Click on the 'Leads' tab.



The screenshot shows the Salesforce Home page. The 'Leads' tab in the top navigation bar is circled in red. The page includes a search bar, a sidebar with navigation links, and a main content area with sections like 'Getting Started', 'System Overview', and 'Resources'.

Step 2: Click the 'New' button on the leads page and create a new lead record.



The screenshot shows the Salesforce Leads page. The 'New' button in the 'Recent Leads' section is circled in red. The page displays a list of recent leads with columns for Name, Company, and Phone.

Name	Company	Phone
TestLead1	SoftSquare	
TestLead1	SoftSquare	
TestLead	softsquare	
test	www	
TestLead2	Dell	
TestLead3	Voltas	
Brownell, Shelly	Western Telecommunications Corp.	(408) 326-9000
Rogers, Jack	Burlington Textiles Corp of America	(336) 222-7000



Step 3: Enter the mandatory details and click 'Save.'

The created time of the lead is reflected on the lead detail page.

Create New...

Recent Items

- Test 2013 Test 2013
- TestLead1
- TestLead1
- TestLead
- test
- TestLead2
- TestLead3

Recycle Bin

Test 2013 Test 2013

Hide Feed

Post

File

Link

Poll

Write something...

Share

Follow

Followers

No followers.

Show: All Updates

Sort by: Post Date

Q

There are no updates.

[Back to List: Scheduled Jobs](#)

[Open Activities \(0\)](#) |
 [Activity History \(0\)](#) |
 [Campaign History \(0\)](#) |
 [HTML Email Status \(0\)](#)

Lead Detail

Edit

Delete

Convert

Clone

Find Duplicates

Lead Owner	Leanas Nixon [Change]		Phone
Name	Test 2013 Test 2013		Mobile
Company	SS		Fax
Title			Email
Lead Source			Website
Industry		Lead Status	Open - Not Contacted
Annual Revenue		Rating	
First Activity Created Date		No. of Employees	
Response Time(In Min)	0		
Response Time(In Hours)	0.00		
Address			
Product Interest		Current Generator(s)	
SIC Code		Primary	
Number of Locations			
Created By	Leanas Nixon 6/19/2013 6:00 AM	Last Modified By	Leanas Nixon 6/19/2013 6:00 AM
Description			

RESPONSE TIME MANUAL

Step 4: Click on the 'New Task' or 'New Event' link to create a new task or event. Fill in the mandatory fields and click 'Save.'

Lead Detail
Edit Delete Convert Clone Find Duplicates

Lead Owner	Leanas Nixon [Change]	Phone	
Name	Test 2013 Test 2013	Mobile	
Company	SS	Fax	
Title		Email	
Lead Source		Website	
Industry		Lead Status	Open - Not Contacted
Annual Revenue		Rating	
First Activity Created Date		No. of Employees	
Response Time(In Min)	0		
Response Time(In Hours)	0.00		
Address			
Product Interest		Current Generator(s)	
SIC Code		Primary	
Number of Locations			
Created By	Leanas Nixon , 6/19/2013 6:00 AM	Last Modified By	Leanas Nixon , 6/19/2013 6:00 AM
Description			

Edit Delete Convert Clone Find Duplicates

Open Activities
New Task New Event New Meeting Request
Open Activities Help

No records to display


New Task
Help for this Page

Task Edit
Save Save & New Task Save & New Event Cancel

Task Information
= Required Information

Assigned To	Leanas Nixon	Status	Not Started
Subject	Send Letter	Name	Lead Test 2013 Test 2013
Due Date	[6/19/2013]	Related To	Opportunity
Phone		Email	
Priority	Normal		

Description Information

Comments

☐ Send Notification Email

Recurrence

☐ Create Recurring Series of Tasks

Reminder

Reminder ☒ 6/19/2013 8:00 AM


Test 2013 Test 2013

[Post](#)
[File](#)
[Link](#)
[Poll](#)

[Share](#)

[Follow](#)

Followers
 No followers.

Show: **All Updates** ▾
 Sort by: **Post Date** ▾

There are no updates.

[Back to List: Scheduled Jobs](#)

[Open Activities \[1\]](#) | [Activity History \[0\]](#) | [Campaign History \[0\]](#) | [HTML Email Status \[0\]](#)

Lead Detail

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[Clone](#)
[Find Duplicates](#)

Lead Owner	Leanas Nixon Change	Phone	
Name	Test 2013 Test 2013	Mobile	
Company	SS	Fax	
Title		Email	
Lead Source		Website	
Industry		Lead Status	Open - Not Contacted
Annual Revenue		Rating	
First Activity Created Date	6/19/2013 6:18 AM	No. of Employees	
Response Time(In Min)	19		
Response Time(In Hours)	0.31		
Address			
Product Interest		Current Generator(s)	
SIC Code		Primary	
Number of Locations			
Created By	Leanas Nixon , 6/19/2013 6:00 AM	Last Modified By	Leanas Nixon , 6/19/2013 6:18 AM
Description			

[Edit](#)
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[Chat](#)

Step 5: The response time, that is, the time taken to log a task or event once the lead is assigned to a specific rep, is displayed in minutes and hours on each individual lead record in the 'Response Time' field.

Technical Design

In the lead object, there is a new field that captures the date and time of the first task or event created. This is implemented as an APEX trigger on the event and task objects. Using two custom formula fields on the lead object, we determine the time difference between the first created date of the first activity record and the corresponding created date of the lead record.