

Speed to Lead — how fast leads are answered, and what the gap costs

A lead answered inside an hour behaves like a different business from one answered the next day. This page measures the gap and prices it.

1 What this page is for

WHAT THIS PAGE IS FOR

The single biggest lever the school controls. It shows how long people wait for a first contact, how conversion falls as the wait grows, when the gaps open (which hours and days), and how each staff member is doing.

HOW "FIRST RESPONSE" IS MEASURED

Minutes from the moment the inquiry arrived to the first-contact time recorded with the Contacted control (or a Transition Enroll contact). The database computes it; it cannot be typed. People with no contact recorded count as **never contacted**.

Recording calls is what makes this page true. A call nobody records looks like a lead nobody answered.

2 The number cards

The cards across the top of the page, left to right.

CARD	WHAT IT COUNTS
Median first response	The middle wait among contacted people — half faster, half slower.
Answered within the hour	Share of contacted people reached within 60 minutes.

Conversion inside an hour

Of people answered within the hour, how many enrolled — against the rate for everyone else.

Never contacted

Open people with no first contact, with the tuition that represents at the fast-response conversion rate.

3 How long people wait

Left: how many people fall in each wait bucket (under 5 min, 5–60 min, 1–8 hours, over 8 hours, never). Right: the share of each bucket that went on to enrol. The right-hand chart is the argument for answering fast.

4 When the gaps open

Median response by hour of day and by day of week. Gaps cluster where nobody is rostered — evenings and weekends, typically.

5 By owner and over time

Median response per staff member, and the median week by week so improvement (or slippage) is visible.

6 Step by step

Find the hours nobody answers

1. Look at **When the gaps open**: the hour-of-day chart.
2. Tall bars are hours when leads wait longest. Cover those hours or set the welcome text to promise a call-back time.

7 If something looks wrong

The by-owner chart is empty.

Owners are Unassigned on most records. Set owners on the profile so the chart can split by person.