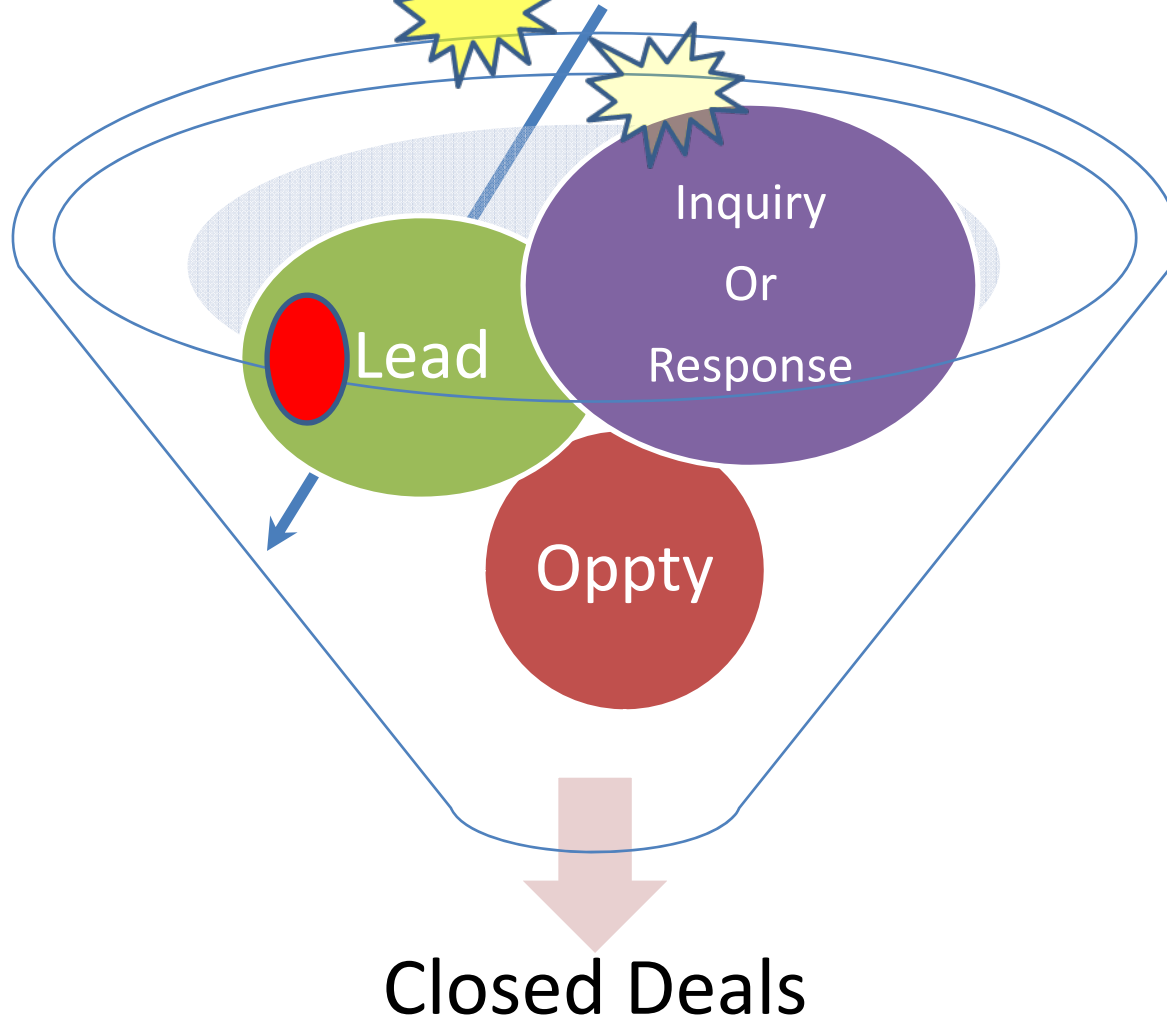


MOCCA

PJ Wells – Consultant

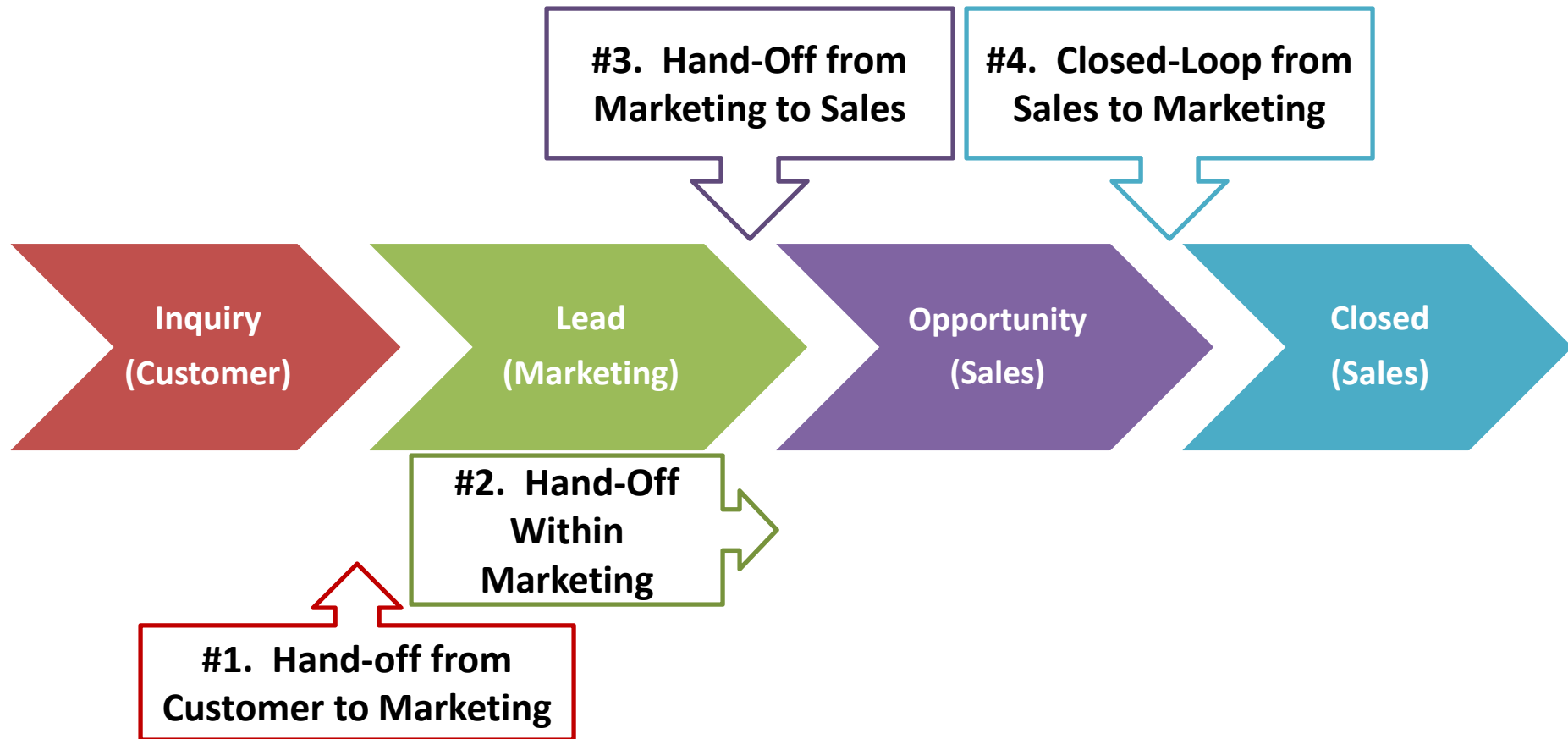
Service Level Agreements

MOCCA – SERVICE LEVEL AGREEMENTS FOR RESPONSE MANAGEMENT – **The Lead Cocktail**

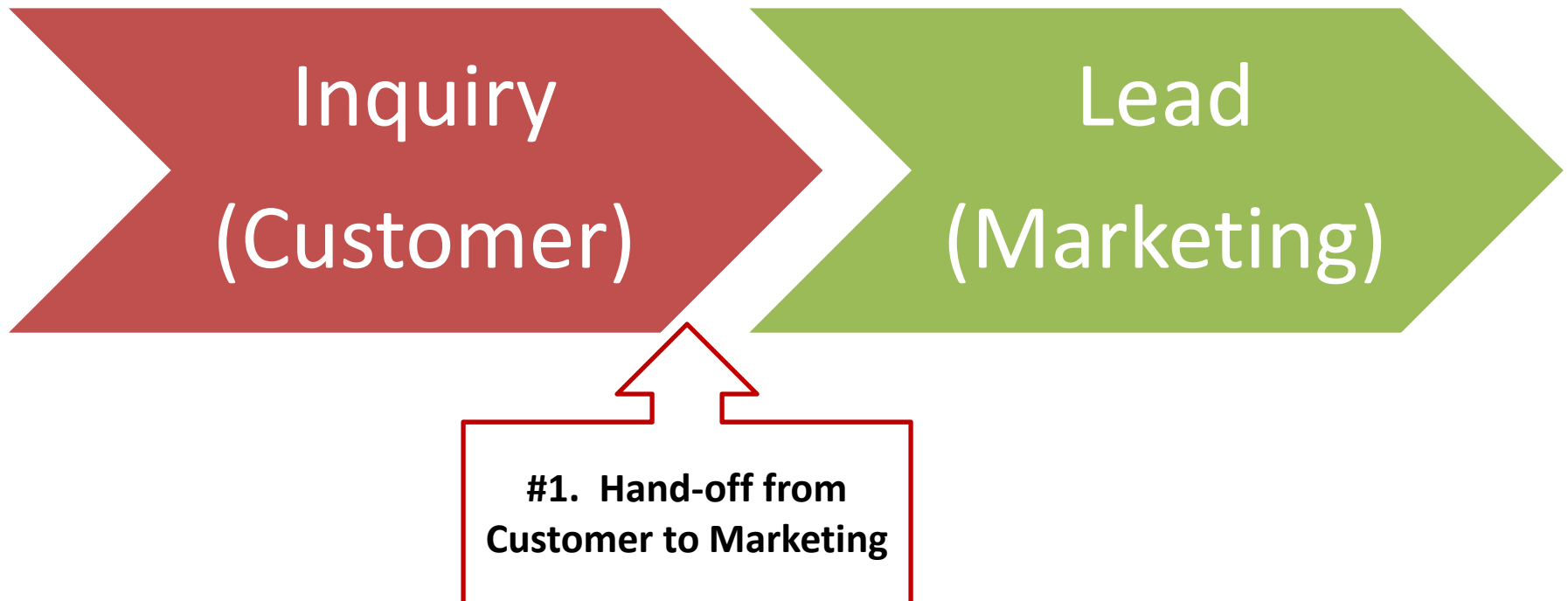


MOCCA - SERVICE LEVEL AGREEMENTS

THE 4 AMIGOS / AGREEMENTS

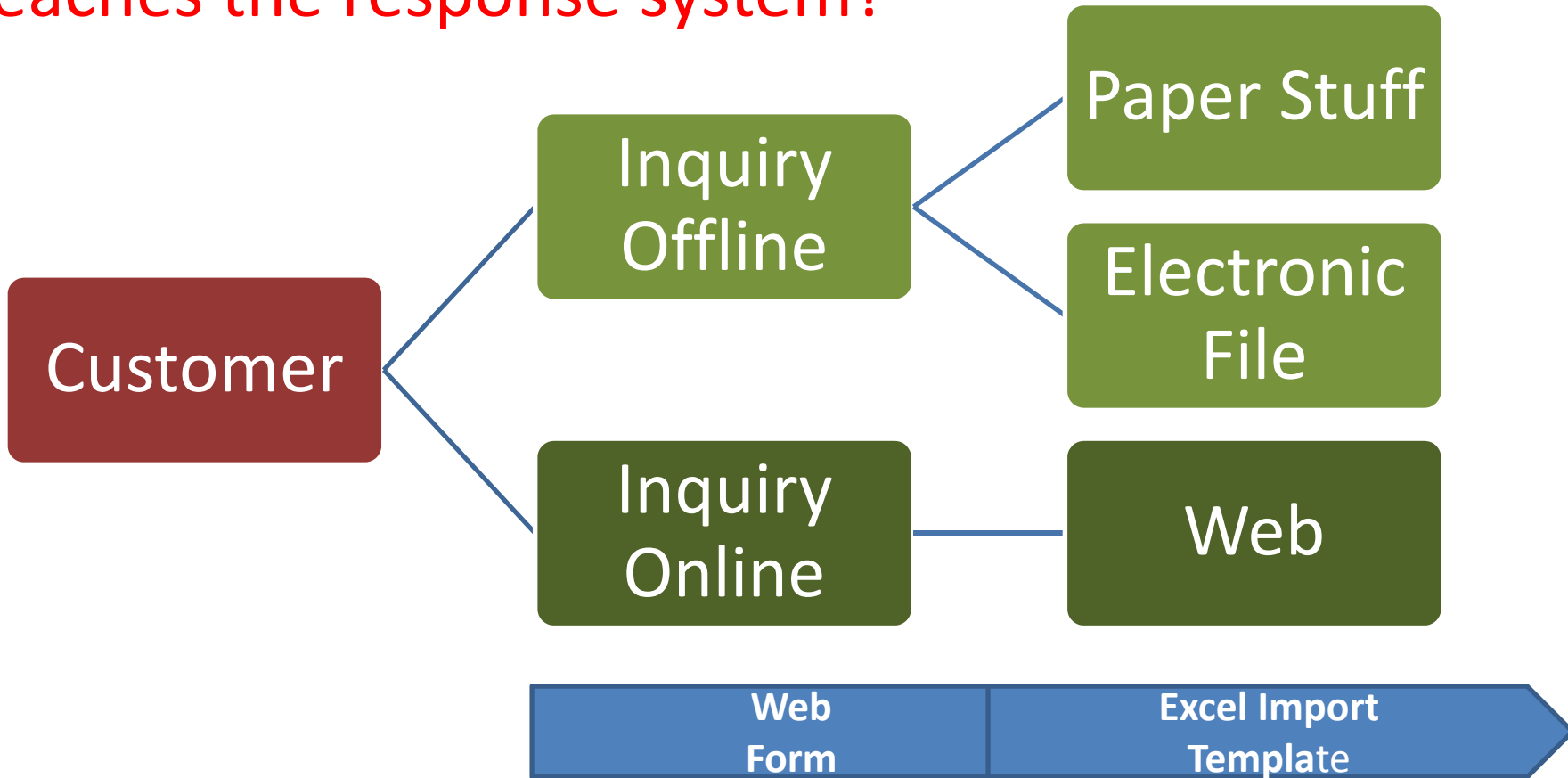


MOCCA – #1. CUSTOMER AGREEMENT



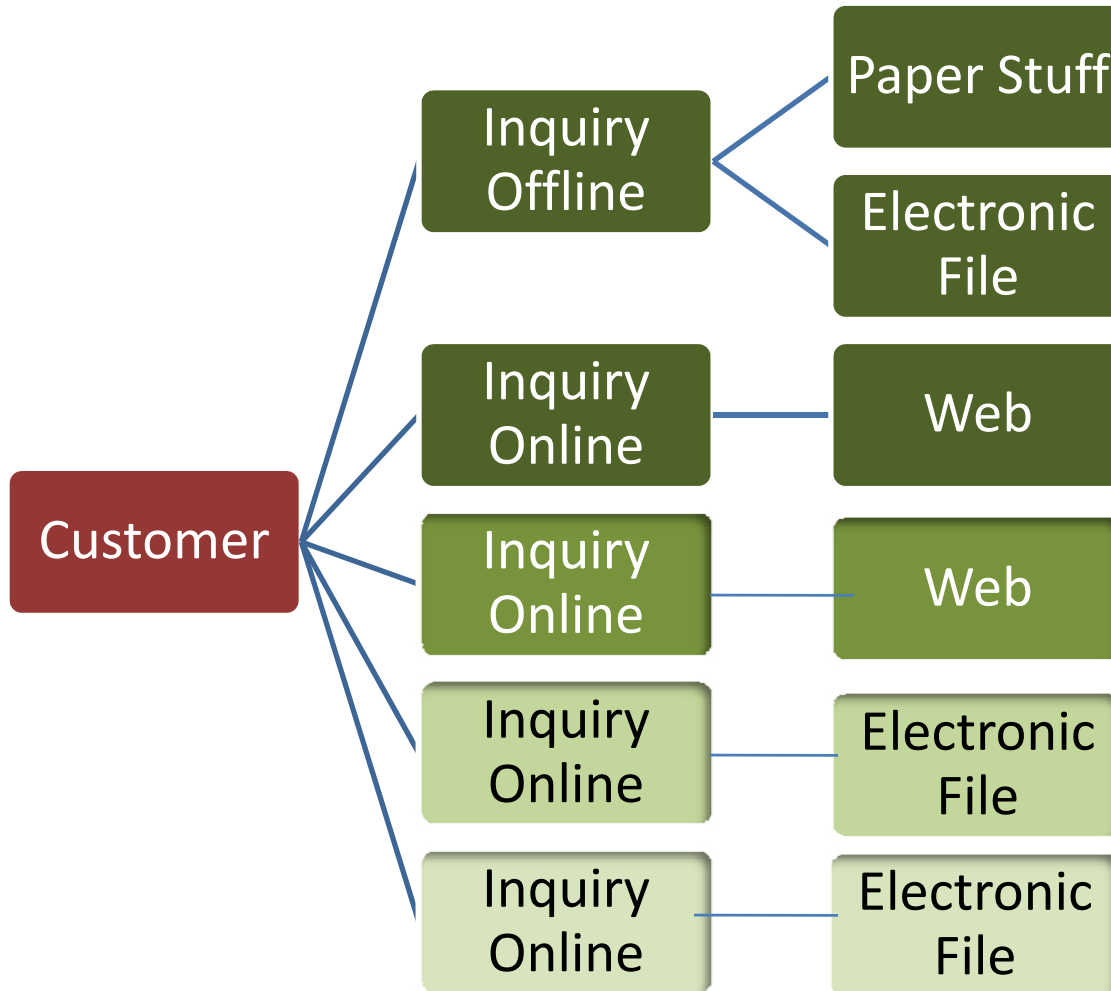
MOCCA - #1: CUSTOMER AGREEMENT

How long before an inquiry reaches the response system?



1 Work Day + ...

MOCCA - #1: CUSTOMER AGREEMENT



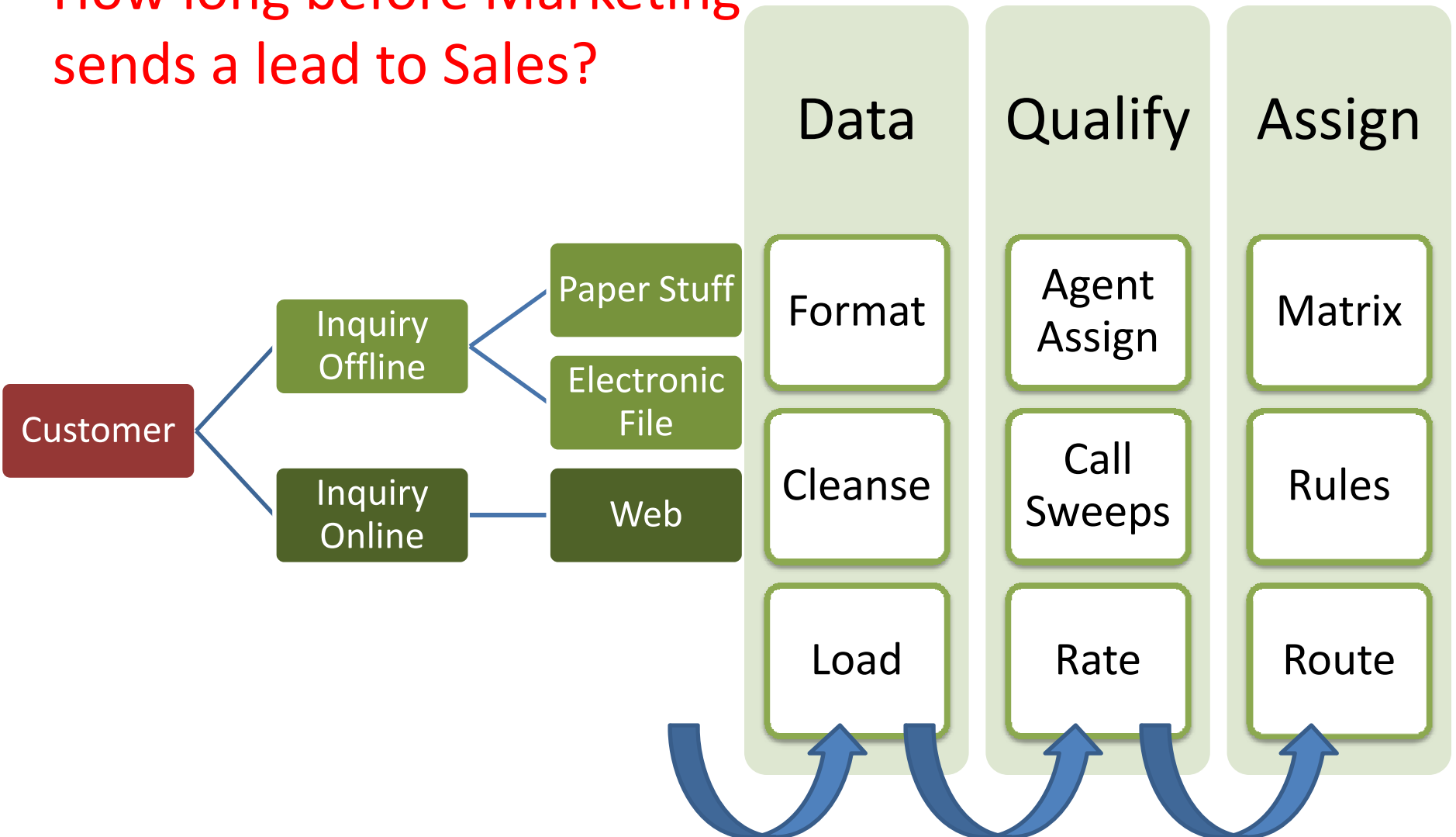
MOCCA - #2. PROCESSING AGREEMENT



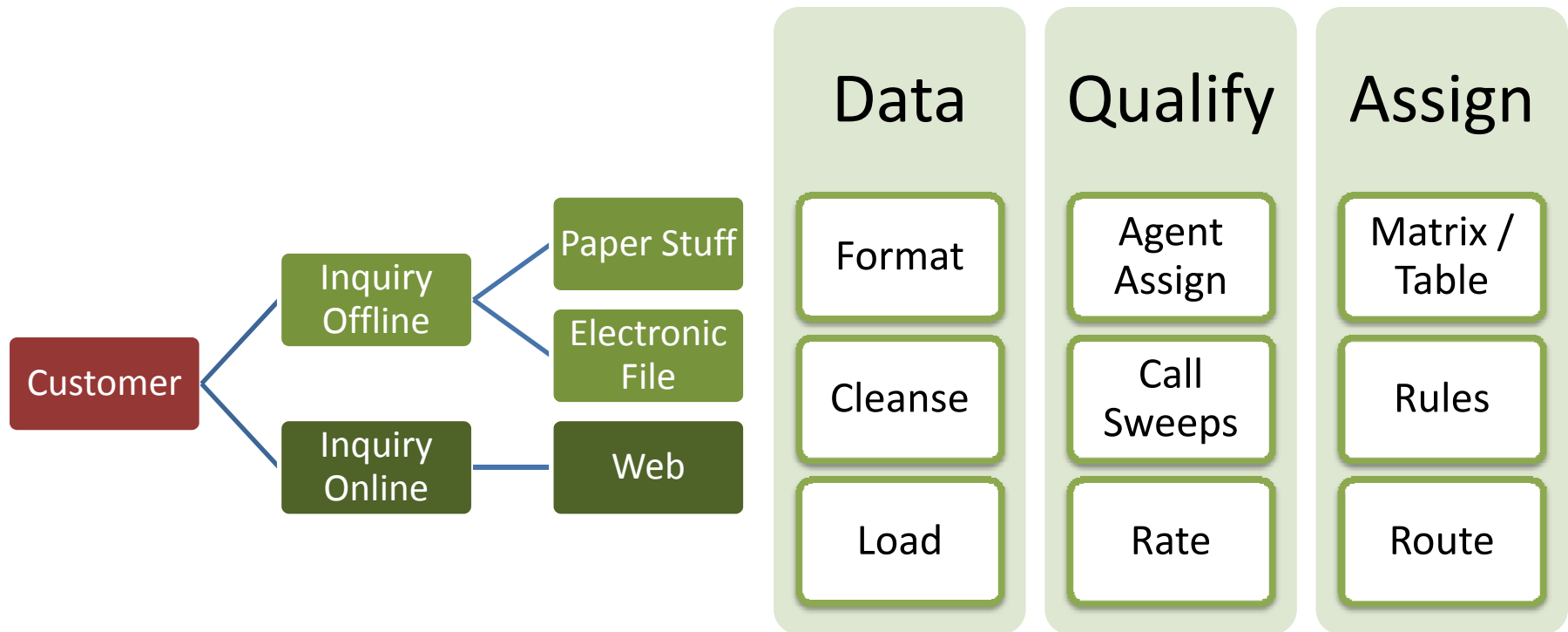
**#2. Hand-Off
Within Marketing**

MOCCA – 2nd: PROCESSING AGREEMENT

How long before Marketing sends a lead to Sales?

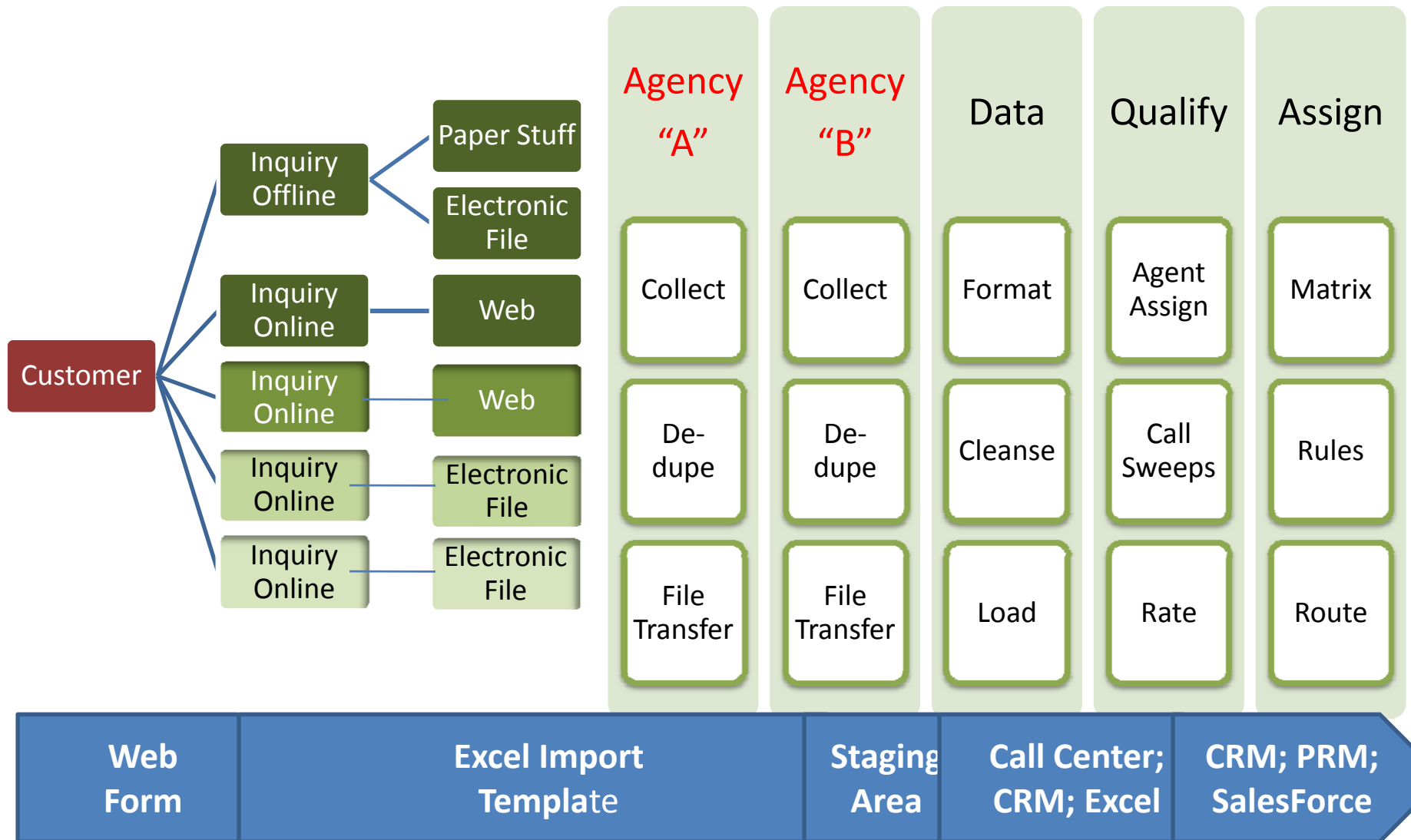


MOCCA – #2. PROCESSING AGREEMENT



1 Work Day + 1 Work Day + 5 Work Day + 1 Work Day = 8 Working Days

MOCCA – OUT OF SIGHT & MIND?



Now how long before Marketing advances lead to Sales?

MOCCA - #3. MARKETING TO SALES



MOCCA - #3. MARKETING TO SALES

How long before Sales acts upon the leads?

24 Hours?

48 Hours?

72 Hours?

1 Week?

2 Weeks?

Reassignment?

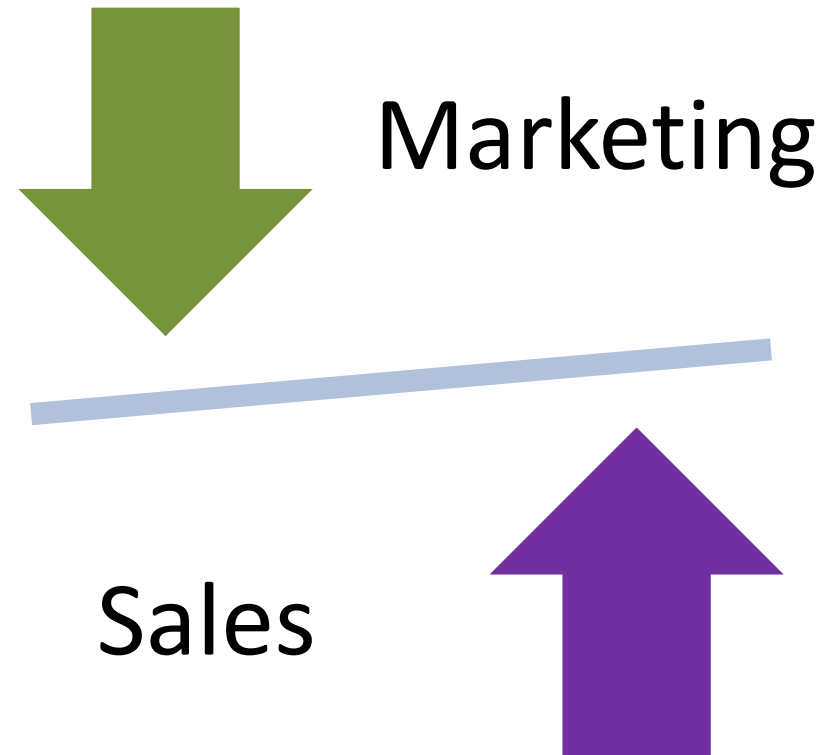


BUT... WHAT IF -- ?

MOCCA - #3. MARKETING TO SALES

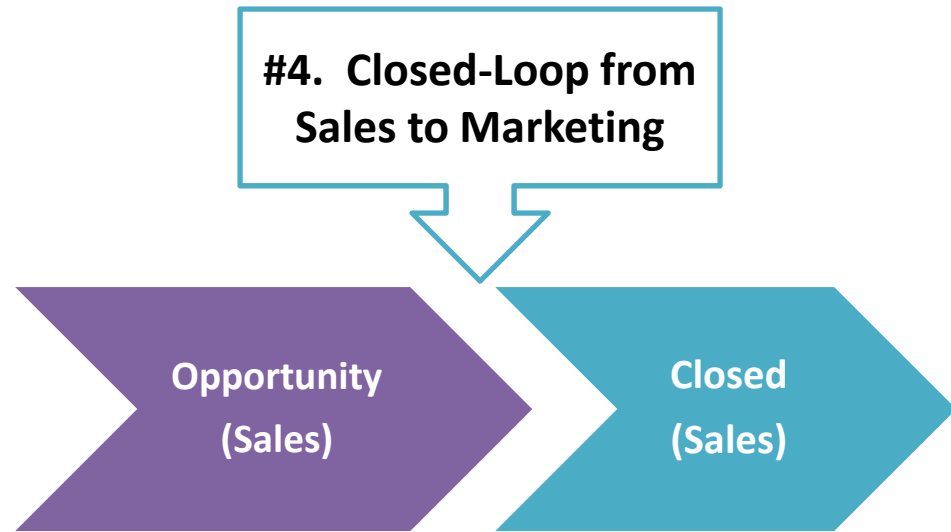
... WHAT IF Sales wants a Service Level Agreement from Marketing?

1. Processing time
2. Rating of lead
3. Quality of lead data

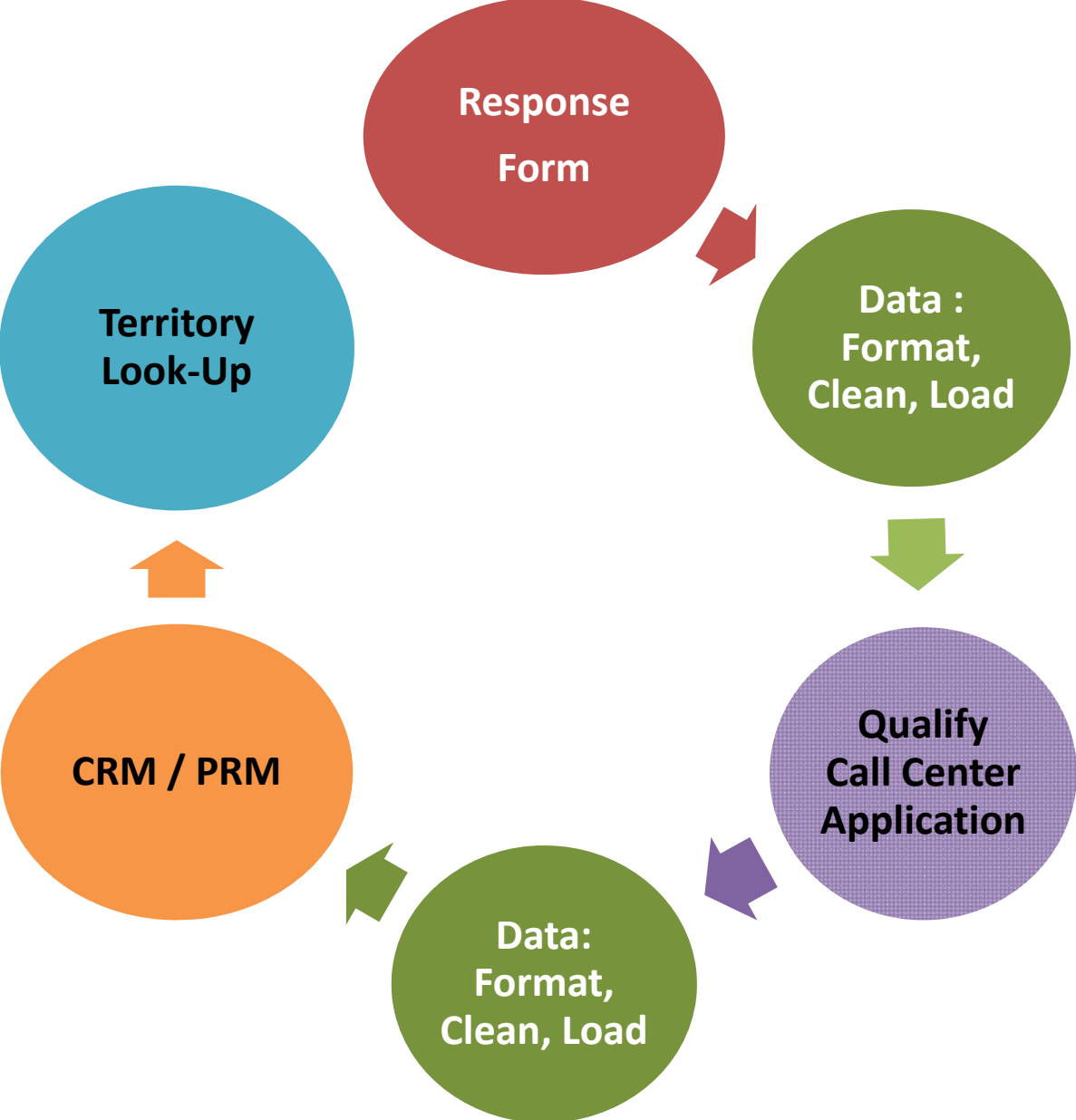


MOCCA – #4. SALES TO MARKETING

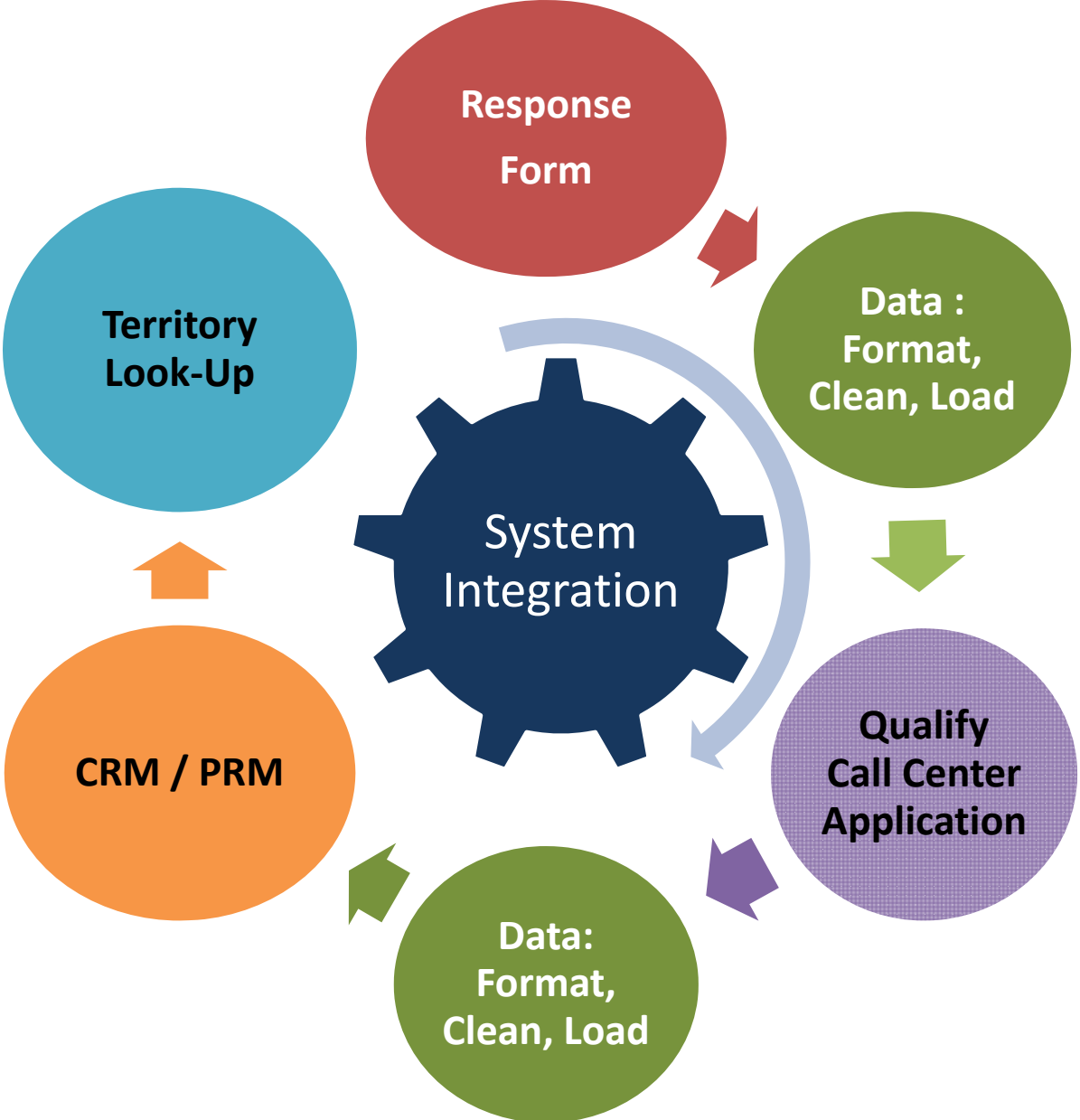
How long before Opportunities become revenue?



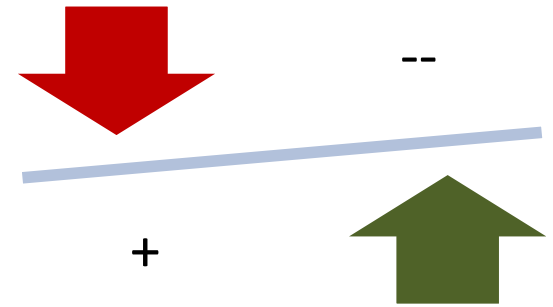
MOCCA – SYSTEM “CIRCUS”



MOCCA – SYSTEM “CIRCUIT”



MOCCA – NEXT STEPS



1. CUSTOMER

“Quiet” audit internal / external processes
Prioritize adjustments
Policies are often free

2. PROCESSING

Benchmark each scenario (online/offline)
Explore segmentation strategies

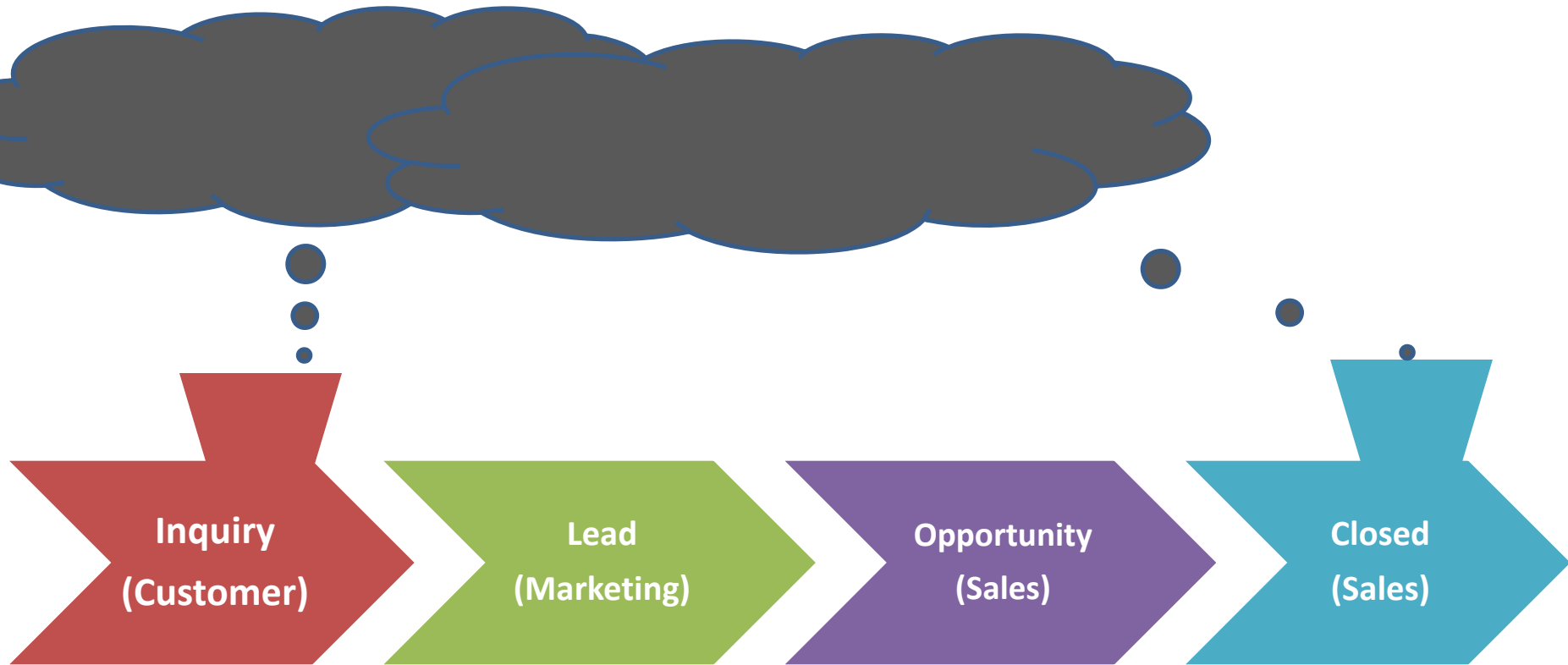
3. MARKETING & SALES HAND OFF

Establish a win/win starting place
Align with Sales on key issues
Prepare to be inconvenienced

4. SALES FEEDBACK LOOP

Highlight improvements for Sales
Act on feedback you DO get
Beg for system integration

MOCCA - SERVICE LEVEL AGREEMENTS



Marketing can ensure that:
Customer needs PUSH the process
vs. Sales needs PULLING it.

MOCCA

**PJ Wells - Consultant
Service Level Agreements**

THANK YOU!