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OptifiNow's Leads OnDemand Drastically Reduces Lead to Call Times

More efficient lead management software reduces leakage throughout the sales funnel

LOS ANGELES, CA – On average, a company will lose 40-80% of its sales leads at some point in the sales cycle. OptifiNow's innovative Leads OnDemand lowers the potential for leakage by automating lead entry into the system and follow-up alerts to encourage nurturing.

OptifiNow's Leads OnDemand is the most flexible lead management software available. With Leads OnDemand, leads can either be pushed or pulled using whatever routing method works best for your sales team. Additionally, Leads OnDemand customers are able to reduce the time lag between a lead entering the system and when an initial sales call is placed. On average, Leads OnDemand customers have a mere 8-second timespan from lead to call.

Leads OnDemand is an all-in-solution that unifies the efforts of a company's marketing and sales teams to generate more qualified leads, increase conversion rates and reduce lead loss. By providing intuitive data mining and reporting tools, Leads OnDemand allows you to instantly track which leads are receiving follow-up (and which are not). You can also pinpoint the most profitable programs by determining which campaigns generate the most qualified leads and closed sales.

For more information about Leads OnDemand visit: www.optifinow.com.

About OptifiNow

OptifiNow is a Software as a Service (SaaS) that helps sales teams engage with their customers through an integrated marketing communications platform. OptifiNow provides organizations a single platform to connect with customers via Email, Mobile, Social Media and Direct Mail. OptifiNow delivers the right message to the right customer at the right time to help you close more sales. For more information visit www.optifinow.com.