

Sales Dropped Lead Alerts

Reference Guide

Real Conversations.
Real Insights.
Real Results.

Why Calls are Flagged as Dropped Leads

Our AI highlights calls where a customer showed sales or service intent, but the conversation didn't progress. This doesn't always mean something was done wrong, it shows where proactive engagement could have turned interest into action.

We apply the same principles in sales and aftersales contexts:

- If a lead is clearly mismanaged (e.g., dismissing a ready-to-buy customer or ignoring a booking request), it is flagged as a dropped lead.
- If a customer shows intent but no needs analysis or next step is arranged → flagged.
- If a customer is non-committal and no probing questions are asked → flagged.

Sales Dropped Lead References

Vehicle not in stock and no other options offered

Customer asked about a specific vehicle, but when it wasn't available, no alternatives (other models, colours, incoming stock, sister dealers, used options) were suggested.

Budget given but no effort was made to work with it

Customer shared their budget, but the agent dismissed it outright without exploring trims, finance terms, or used options.

Customer seemed to be only browsing and the Agent didn't try to engage them properly

Customer said they were "just looking," and the agent accepted this without asking follow-up questions or offering a future touchpoint.

Customer had a concern and no solution was suggested

When the customer raised an objection (price, colour, deal elsewhere, etc.), the agent did not try to address it or pivot to another option.

Customer said they'll buy later and no plan was made to stay in touch

Customer mentioned a future buying timeline, but no follow-up plan, reminder, or action was arranged.

The opportunity was not managed properly due to perceived lead source

The lead was dismissed as "low quality" because it came from a source like Facebook/Instagram, and no real qualification was attempted.

Sales CSI Risk Alerts Reference Guide

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Why Calls are Flagged as CSI Risks

Our AI flags calls where a customer's tone, words, or experience suggest dissatisfaction that could damage CSI scores or lead to complaints. These alerts help you spot and address issues early before they escalate.

Key rules applied:

- If a customer directly makes a complaint during the call, it is flagged.
- If a customer expresses frustration, disappointment, or confusion and the concern is not resolved or acknowledged, it is flagged.
- If an agent's behaviour, tone, or lack of follow-up leads to a poor experience, it is flagged.
- In serious cases where anger escalates or threats to escalate are made, it is flagged.

Sales CSI Risk References

Customer frustration about not receiving follow-up

Customer said they never got called back, are still waiting on a quote, or have been trying repeatedly.

Customer seemed to feel rushed or that they were cut short

Agent ended the call abruptly or came across as dismissive, leaving the customer feeling unheard.

Customer did not seem happy with the finance related discussions

Finance options were explained unclearly or handled poorly, leaving the customer confused or dissatisfied.

Information provided was unclear or inconsistent

Customer received contradictory or vague details (e.g., warranty, service plan, pricing).

Customer raised a complaint during the call

Customer directly stated dissatisfaction or formally lodged a complaint.

Customer disappointment around stock related issues

Customer complained about advertised vehicles not being available or repeated failures to source stock.

Customer did not seem happy with the call experience

Tone, attitude, or unprofessional behaviour (e.g., sarcasm, raised voice) created a poor interaction.

No test drives or any other appointments were offered or arranged

Customer asked about visiting or test driving, but no appointment or firm commitment was made.

Customer seemed to feel the Agent expressed a lack of interest

Agent sounded disengaged, failed to ask clarifying questions, or left long pauses.

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Aftersales Dropped Lead References

Booking not offered despite clear intent

Customer asked or hinted at making a booking, but no appointment or callback was arranged.

Customer parts enquiry was left unresolved

Customer enquired about part availability/price, but the agent neither confirmed nor promised to check and follow up.

A warranty related repair enquiry was dismissed without clarification

Customer raised a warranty/repair question, but the agent gave a vague or dismissive response without checking or escalating.

The customer budget was not managed properly

Customer raised a budget/price concern, but the agent did not explore cheaper, reconditioned, or alternative options.

The agent thought the customer was a passive buyer and did not engage fully

Customer used passive language ("just checking"), and the agent ended the conversation without probing or offering a reminder/quote.

There was an opportunity to offer value adds which was not taken

Customer engagement presented a chance to mention extended warranties, service plans, or accessories, but none were offered.

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Booking process was difficult or unclear

Customer struggled to make or confirm a booking and felt the process was complicated.

No clear next steps were provided or agreed

Call ended without resolution, customer left uncertain what to do next, or a promised action (e.g., repair, callback) wasn't confirmed.

Customer expressed frustration over delays or having to make repeated calls

Customer complained about waiting too long, having to call multiple times, or lack of progress on their issue.

Seemed to be confusion over warranty or service scope

Customer's questions about coverage or costs were left unanswered or handled vaguely, causing frustration.

Seemed to be confusion around the part availability or type of part

Conflicting or unclear information was given about whether a part was in stock, on backorder, or suitable.

Customer expressed frustration at being transferred and bounced around

Customer complained about being passed between multiple people without resolution.

The call contained an escalation or threat

Customer escalated their frustration by threatening to involve a manager, OEM, or external body.

Customer raised a complaint during the call

Customer directly stated dissatisfaction, lodged a complaint, or raised an issue about service/damage.