

PRESS RELEASE

InsideSales.com Announces 2008 Response Awards Winners for Salesforce.com Dreamforce '08 Sponsors

InsideSales.com Performs a 'Secret Shopper' Response Audit on Every Website of the Sponsors of Dreamforce '08 and Gives a Response Award to Recognize the Three Fastest Responses to Web Leads by 124 Sponsors at Dreamforce '08 in San Francisco

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PROVO, UT, Nov 07, 2008 (MARKET WIRE via COMTEX) -- InsideSales.com announced the 1st, 2nd, and 3rd Place Winners of the 2008 Response Awards from over one hundred sponsors with booths in the expo hall of the Salesforce.com Dreamforce '08 trade show in San Francisco.

Winners:

Place	Dreamforce Sponsor	Phone Response Time
1st Place	Riptide.com	2 Minutes 47 Seconds
2nd Place	ReachForce	3 Minutes 12 Seconds
3rd Place	OnDialog	4 Minutes 38 Seconds

39.5% of the Dreamforce Sponsors responded by phone with the average response time by phone of 44 hours, 31 minutes, and 8 seconds. Of companies that responded by phone the average phone attempts was 1.14 times.

53.2% of the Dreamforce Sponsors responded by email, with the average response time by email of 13 hours, 14 minutes, and 24 seconds. Of companies that responded email the average email attempts was 1.45.

"Riptide is honored to be recognized by Inside Sales for our rapid customer response times," said Philip Loeffel, President of Riptide Software and 1st place winner. "Our success is built on the premise that timely responses to customer and prospect inquiries increase customer satisfaction and drive revenue."

Winners were determined by ResponseAudit, the technology that tests, tracks, and records email and phone responses to inquiries submitted to a company Web site. Representatives used 'secret shopper' tactics, posing as prospective buyers by submitting fictitious information on each website.

The 2008 Response Awards were given for the three fastest responses by phone. Email responses were not reported because of passive auto-responders with 'canned content' that do not facilitate live discussions.

"We congratulate the winners of the 2008 Dreamforce Sponsors Response Awards as shining examples of best practices," says Dave Elkington, CEO of InsideSales.com. "B2B High tech customers can look to these companies as providing the epitome of responsiveness. These are the best of the best at getting back fast to Web inquiries."

Recent lead response management research from MIT shows the odds of making contact with a Web-based inquiry increases 100 times if attempted within five minutes.

Dreamforce Sponsors may contact the ResponseAudit team to learn their audit results by dialing 866-342-5370.

Additional awards will be given yearly in other Web-based industries.

About InsideSales.com

InsideSales.com was the first hosted lead management solution with built-in power dialer technology specifically for B2B. InsideSales.com pioneered the field of lead response management (LRM) and gained recent prominence with research in conjunction with Kellogg and MIT on the impact of immediate response to Web leads. On the heels of the recent announcement of the release of their Lead Management Suite for Salesforce.com including their flagship PowerDialer product, InsideSales.com also announced a voice messaging tool called JabberDog for Salesforce and an inbound screen-pop product called ResponsePop for Salesforce.com. To learn more visit http://www.INSIDESALES.COM/research_papers.php.

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