

CRM & LEAD MANAGEMENT CASE STUDY

More Leads Worked. Fewer Leads Lost.

HOW A CONNECTED LEAD MANAGEMENT PROCESS HELPS BUSINESSES RESPOND FASTER, FOLLOW UP BETTER AND KEEP MORE OPPORTUNITIES MOVING.

RESULTS SHOWN ACROSS MULTIPLE CLIENT ACCOUNTS.

CRM

SERVICE

CRM & Lead Management across multiple client accounts**94%**

FASTER RESPONSE

105%

HIGHER CLOSE RATE

129%

MORE LEADS

180%

DEAL GROWTH

THE BRIEF

What did we set out to achieve?

Make sure good leads never disappear into the gaps

Generating a lead is only half the job. Revenue is lost when enquiries sit unanswered, follow-up slows down, ownership is unclear or opportunities quietly go cold.

Webshure connects the journey from enquiry to action: capture, respond, qualify, book, assign and follow up. Every lead stays visible, owned and moving toward a clear next step.

CRM PRIORITIES

01

Capture every enquiry

Keep forms, calls and conversations in one organised lead journey.

02

Follow up while interest is high

Use instant responses, reminders and booking steps to reduce delay.

03

Make every next step visible

Give every opportunity an owner, stage and clear next action.

Lead management goals built into the process

Three priorities shape the journey from first enquiry to follow-up.

- 1

Make every lead visible
Capture enquiries, source, status, notes and ownership in one place so nothing depends on scattered inboxes or spreadsheets.
- 2

Respond while interest is high
Use fast acknowledgements, reminders and booking steps so a strong lead does not cool down while the team is busy.
- 3

Create clear ownership
Show who owns the lead, what happened last and what needs to happen next so follow-up becomes a process, not a memory test.

THE NUMBERS

Key CRM performance benchmarks

Published CRM performance benchmarks across multiple client accounts.

CRM PERFORMANCE BENCHMARKS

METRIC	BENCHMARK	WHAT IT MEANS	BUSINESS IMPACT
Lead response speed	94% faster	Faster first response protects intent.	LESS LEAD DECAY
Deals closed after 6 months	+94%	Structured follow-up keeps deals moving.	MORE CONVERSION
Close rate after 1 year	+105%	A clearer process supports stronger closing.	HIGHER WIN RATE
Inbound leads after 6 months	+107%	Connected follow-up captures more demand.	MORE PIPELINE
Leads after 1 year	+129%	Consistency compounds over time.	MORE OPPORTUNITY
Deal generation	+180%	Visibility and follow-up create momentum.	MORE DEALS
Sales cycle	62% shorter	Clear context removes avoidable delay.	FASTER REVENUE

Benchmarks reflect performance across multiple client accounts. Actual outcomes depend on adoption, process, offer, lead quality and sales execution.

What better lead management means for the business

The biggest gains come from removing the gaps between enquiry, response, ownership and follow-up.

94%

Faster response

Faster follow-up protects intent while the lead is still active. The sooner a genuine enquiry receives attention, the lower the risk of it drifting to a competitor.

SPEED

129%

More leads

Consistent follow-up helps more opportunities stay active instead of being forgotten. More demand is captured, organised and worked over time.

PIPELINE

105%

Higher close rate

A clear process keeps opportunities moving through defined next steps, giving the team better visibility and stronger control over what happens next.

CLOSING

62%

Shorter sales cycle

Clear context, ownership and next actions reduce avoidable back-and-forth and make it easier to move from interest to decision.

VELOCITY

180%

Deal growth

When more leads are visible, followed up and moved through the pipeline, the business creates more opportunities to convert demand into revenue.

GROWTH

Why a connected lead journey matters

The strongest CRM processes do more than store contacts. They create a repeatable route from enquiry to ownership and follow-up.

01

Capture every opportunity

A form, call, missed call or message should enter one organised journey with the contact details, source and context attached. No hunting through inboxes. No guessing where the lead came from.

129%

MORE LEADS

02

Respond while intent is high

Fast acknowledgement, qualification, reminders and booking steps reduce the time between enquiry and action. The team can step in with context instead of starting from zero.

94%

FASTER RESPONSE

03

Give every lead an owner

Once a lead is in the pipeline, the team can see its stage, last activity, next action and responsibility. Follow-up becomes a process instead of a memory test.

105%

HIGHER CLOSE RATE

A lead management strategy built around speed, visibility and accountability

Every step is designed to make the next action obvious and reduce the chance of a strong enquiry disappearing between marketing and sales.

01

Capture every lead in one place

Connect forms, calls and enquiries into one lead record with the details the team needs: source, contact information, notes, status and ownership.

129%

MORE LEADS

02

Build speed into follow-up

Use instant acknowledgements, missed-call recovery, reminders, qualification prompts and booking steps so first response does not depend on someone remembering.

94%

FASTER RESPONSE

03

Manage the pipeline, not just the contact list

Move opportunities through clear stages, surface stalled leads and make the next action visible. Lead management becomes part of the sales process.

105%

HIGHER CLOSE RATE

WHY IT WORKS

Marketing creates the opportunity. Follow-up keeps it moving.

Webshure connects capture, response, qualification, booking, ownership and follow-up so the pipeline stays visible and fewer leads disappear between first contact and the next sales action.

The result is a clearer process: less lead leakage, faster response, stronger accountability and more opportunities actively worked instead of quietly lost.

THE OUTCOME

More control. More momentum. A clearer path from enquiry to action.

When every lead has a place, an owner and a next step, follow-up becomes harder to miss and easier to manage. The business can respond faster, keep more opportunities moving and see exactly where attention is needed.

94%

FASTER RESPONSE

129%

MORE LEADS

180%

DEAL GROWTH

THE TAKEAWAY

"A lead is only valuable if your team knows where it is, who owns it and what happens next."

Webshure turns follow-up into a visible process so strong opportunities are easier to work, easier to measure and much harder to lose.



Digital Marketing & Web Design Agency - webshure.ae

CRM performance benchmarks shown reflect multiple client accounts. Actual results vary by process, adoption, offer, lead quality and sales execution.