

Endurance Vehicle Protection Breaks Records for Lead Response Times

Once again Endurance Vehicle Protection sets the bar for customer service and response times, as it continues to lead the way in the vehicle service contract industry.

Chicago, IL ([PRWEB](#)) June 29, 2013 -- In today's ever-growing age of Internet commerce, lead response times can either make or break a company. This is evident as companies across the nation are reaching record response speeds for web-generated leads, and very few are able to match the speed of Endurance Vehicle Protection, according to an article on Forbes.com.*

As one of the largest providers of extended vehicle protection (also known as an extended auto warranty) in the United States, Endurance has set the industry standard for customer service by implementing these accelerated response times.

Ken Krogue, along with his company, Insideleads.com, has pioneered a process that they call ResponseAudit. Described as a sort of "secret shopper" operation, Krogue and his team submit a test lead for companies and track how fast and persistent they are in their response. Boasting aside, Krogue's company has performed this audit over 16,000 times.

Krogue and InsideLeads.com report that there has been a dramatic increase in the response rates for companies. These accelerated speeds are demonstrating that fervent companies are eager to satisfy customers and are doing so by responding to customer requests nearly two days faster!

InsideSales notes that telephone response times are key to customer's perception of your company as they not only show the company is active but also listening. Krogue directly states: Why have a website if you aren't going to call back or respond to inquiries? And we couldn't agree more.

Below are the Top 10 companies based on response time from this ResponseAudit:

1. Ingram Medical, 0:00:12
2. InsideSales.com, 0:00:18
3. Vivint, 0:00:28
4. <http://www.endurancewarranty.com>, 0:00:32
5. Quicken Loans, 0:00:41
6. The Federal Savings Bank, 0:00:46
7. ActiveProspect, 0:00:54
8. Brandman University, 0:01:16
9. KB Synergy, 0:02:12
10. Jones International University, 0:02:36

Out of over 300 companies that were contacted in the audit, Endurance was the fourth fastest and only one of seven that had less than a minute response times.

Endurance Customer Service Director, Steven Khazakia, says that this is only the most recent example of the company's strive for excellence in serving their customers. He noted that the majority of the companies that were in the top 50 were lead-generation companies. "I have to admit that I am very surprised at how well we

held up against the majority of these lead-generating companies and I'm confident we'll continue to do so. We're absolutely thrilled at our performance and can only do better from here on."

Khazakia states that the company's slogan is what influences he and his colleagues daily efforts, "Our slogan is to empower confidence for the road ahead, and we actually get to do this every single day!"

Ranking so highly shows true dedication on Endurance's behalf and they couldn't be prouder. When asked what he thought about the three companies that were slightly ahead of Endurance, Khazakia states "They will definitely have to keep a watchful eye out for us during the next audit! [laughs] We're coming for them!"

*Source: <http://www.forbes.com/sites/kenkroque/2013/03/20/lead-generation-companies-are-finally-responding-faster-to-their-leads-latest-research/>



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