

Speed-to-Lead Data Shows Service Businesses That Answer First Win the Client. Most Answer in Two Days

Zanderio makes any service business the first responder on every enquiry, without adding staff or changing existing systems.

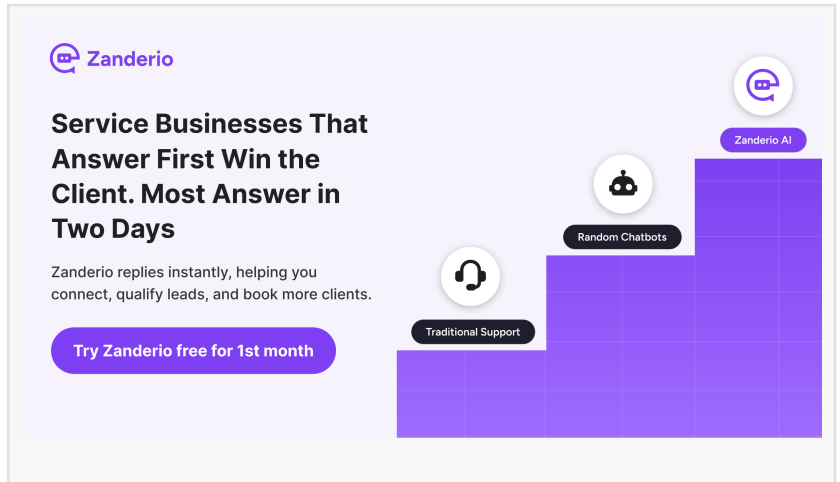
PALO ALTO, CA, UNITED STATES, July 10, 2026 /EINPresswire.com/ -- When a potential client contacts a service business, the clock starts immediately. Research from InsideSales and MIT found that businesses reaching a lead within five minutes are 100 times more likely to make contact than those that

wait thirty minutes. The same research found that 50 percent of buyers choose the vendor who responds first. According to Harvard Business Review, the average business takes approximately 47 hours to reply. The mismatch between what buyers expect and what most businesses deliver is where a meaningful share of service revenue disappears quietly every week.

The pattern holds across professional services. Someone enquiring about a financial adviser, a solicitor, a business coach, a real estate agent, or a marketing agency typically contacts two or three options at the same time. They do not wait for each reply in sequence. They go with whoever reaches them first, and in many cases that first conversation is where the decision gets made. By the time the second and third replies arrive, the client has already moved on.

Research from Salesforce reinforces the cost of slow response from a different angle: 57 percent of customers stop considering a company if they do not get a response to their first contact. That is not a complaint, a review, or a cancellation. It is a silent exit. The service business never knows the client enquired. The CRM has no record. There is no alert, no follow-up prompt, and no second chance, because the client has already given their business elsewhere.

The problem sharpens after hours. A meaningful share of high-intent enquiries arrive in the evenings, on weekends, and across time zones, moments when the buyer has finally cleared their day and is deciding who to call. For most service businesses, those enquiries sit untouched until the next working morning, by which point the same buyer has usually already spoken to a competitor whose first responder was not tied to a clock. The lost revenue is not evenly



distributed across the week. It concentrates in the exact windows the business is not staffed for.

The practical problem is that being first is genuinely difficult without dedicated resources. An owner running client sessions cannot also monitor enquiry channels in real time. A small team delivering existing work cannot simultaneously respond instantly to new leads. The speed buyers expect requires a level of availability that most service businesses cannot staff, particularly at the hours when a meaningful share of enquiries arrive.

Historically, the only ways to close this gap were to hire a dedicated response team, or to accept it. Auto-replies and basic form chatbots did not qualify as a real response, buyers could tell the difference within a sentence, and a template acknowledgement did nothing to start the sales conversation. What has changed is that AI can now hold a serious qualifying conversation. Not a scripted flow, but a real exchange that reads the enquiry, asks the right follow-ups, and produces a lead record indistinguishable from one a strong sales development representative would create.

[Zanderio](#), an [AI sales agent](#), makes the business the first responder on every enquiry, at any hour. It answers the moment a visitor makes contact, qualifies the enquiry, and routes it into the business's existing CRM or calendar. For agencies, coaches, consultants, and professional practices, the result is that every lead receives an immediate, intelligent response without the business needing to hire additional staff or change the systems the team already uses.

"Nobody waits 47 hours when they are shopping for a service. They make a few enquiries and go with whoever calls back first. Zanderio makes sure that is always you."

Zuriel Babalola, Founder, Zanderio

The distinction Zanderio draws is between an auto-reply and a qualified lead. An auto-reply confirms receipt. A qualified lead is a structured contact record with the buyer's specific need, timeline, and context, ready for the team to act on. Zanderio's agent conducts that qualification in the moment, asking the questions a strong intake would ask, adapting to the answers, and handing over a lead that is already partway through the sales conversation rather than a raw name and email.

"The agent has to be good enough that a merchant is happy for it to be the first impression of their brand. That is the standard we build against. Anything short of that costs the business the lead."

Sheraz AH, CTO, Zanderio

Zanderio connects to HubSpot, Salesforce, Calendly, Acuity Scheduling, Go High Level, Mailchimp, and the tools service businesses already rely on, adding instant response as a layer on top of existing workflows. When the agent qualifies and captures a lead, the structured contact record, including the conversation context, goes directly into the CRM so the team can

follow up with full information during working hours. The agent is live today on Shopify, WooCommerce, Webflow, and other major platforms, and can be deployed on any website.

About Zanderio

Zanderio is an AI sales agent that captures and converts website visitors, then feeds qualified leads into the tools businesses already use. It works on any website and serves both ecommerce stores and service businesses, whatever platform they are built on. Zanderio is headquartered in Palo Alto, California. Learn more at zanderio.ai.

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