

Model Used

anthropic/claude-haiku-4.5

Chat data in tokens

🗨️ 69,963

ANALISIS LEADS MASUK - DEVINA (Sales ID 118)

Periode: 14-18 April 2026

EXECUTIVE SUMMARY

Kategori	Jumlah	Persentase
HOT LEADS	13	16%
WARM LEADS	17	21%
COLD LEADS	52	65%
TOTAL LEADS AKTIF	82	100%

Catatan: 18 kontak dikecualikan karena merupakan internal chat, broadcast, atau protocol test tanpa engagement nyata.

🔥 HOT LEADS (Siap Closing / Sudah Converted)

No	Nama Kontak	WhatsA PP	Status	Keterangan Terakhir
1	Mei Chemtra		Engaged	Pertanyaan detail tentang deep pull & data extraction. Scheduled call untuk demo. Last update: 15 Apr, 13:41 WIB
2	Linda - Healthy Go		Demo Scheduled	Clear problem statement: CVR rendah, insight & marking chatroom per sales stage. Scheduled Monday 1 PM. Last update: 18 Apr, 18:38 WIB
3	wendy perdana - jangkar grup		✅ CONVERTED	Confirmed 3 nomor + deep pull 2 bulan (dari Januari). Invoice generated: 1.2jt (awal), 600rb/bulan berikutnya. Free token 1jt. Last update: 17 Apr, 15:29 WIB
4	Jangkar Groups Fauzi		Demo Done (Issue)	Komplain CS slow respon. Demo sudah dilakukan 17 Apr. Ada issue dengan PPH (diescalate ke management). Last update: 17 Apr, 16:38 WIB
5	Randi - Yohanes (Penyuluh Pertanian)		Multiple Attempts	Manager 5 orang staff. Detailed discussion: pricing 200rb/nomor, subscription, use cases (tracking, fraud detection, absensi). Scheduling conflict berkali-kali. Last update: 16 Apr, 20:35 WIB
6	Adam (+62 812-9931-9920) - Travel Haji		Hot - Pricing Asked	Kebutuhan spesifik: monitor performa sales, analytics, response time CS, daily leads. Asked for pricelist. Very engaged. Last update: 16 Apr, 15:16 WIB
7	I.U - Ayuh (IT Software - System Kasir)		Demo Done → Registrasi	Detailed Q&A, demo scheduled 16 Apr 1:20 PM. Registrasi link sent. Asked follow-up tentang integrasi dengan Mekari. Last update: 16 Apr, 15:08 WIB
8	Ananda - EF Sinergy Consultant		✅ CONVERTED	Account created & activated. Upgrade ke 3 nomor (1 masih pending payment). Status: Subscribed. Last update: 16 Apr, 13:57 WIB
9	Fajri (Property Agent)		Demo Scheduled	10 sales team. Problem: Leads tidak tercatat. Scheduling multiple attempts. Last update: 16 Apr, 08:35 WIB

No	Nama Kontak	WhatsApp	Status	Keterangan Terakhir
10	Enricco Platinum (Otomotif)		✓ CONVERTED	Live demo done 15 Apr 7:39 WIB. Registrasi sent. Test 1 nomor dulu. Invoice processed. Last update: 15 Apr, 16:27 WIB
11	marcellina - Hanhancuk (Content Creator)		✓ CONVERTED	Content creator deal. Negotiated fee 2.5jt (base), 50% DP paid. Tim kreatif, briefing in progress. Last update: 15 Apr, 15:39 WIB
12	LINK.ID		✓ CONVERTED	Labeled: "Deal". Payment processed. Last update: 15 Apr, 13:06 WIB
13	M. ACHMAD		Demo Immediate	Requested demo ASAP, scheduled jam 3:38 AM (UTC converted to WIB). Last update: 15 Apr, 10:38 WIB

WARM LEADS (Perlu Follow-up Aktif)

No	Nama Kontak	WhatsApp	Industri	Status	Keterangan
1	Kivo Agency		Design/Dekorasi	Inquiry Follow-up	Minta konfirmasi jasa desain etalase. Multiple follow-up messages. Belum ada respon dari sales. Last: 15 Apr, 17:33 WIB
2	ewarsono - Elsa		(Not specified)	Problem Identified	"Mau kirim WA ke team sales dan monitoring apakah sudah di FU atau belum". Clear use case. Last: 18 Apr, 10:37 WIB
3	Esherko (PT Servvo Fire)		Fire Safety/APAR	Engaged	Branch Manager. Produk: Apar, Apab, Fire System. Said "ntar LG otw" untuk lanjut diskusi. Last: 18 Apr, 09:10 WIB
4	Zaki		Cetak Foto Online	Conversational	Meta CTWA. Asked location & details about photo printing service. Sales sent example documents. Last: 18 Apr, 08:54 WIB
5	Antonio (Perhiasan)		Perhiasan	Technical Questions	Tanya cara koneksi database, comparison dengan ChatMatters. Sales explained AI analysis. Last: 18 Apr, 08:34 WIB
6	MRZ - Pak Putra (Meat Processing)		Pengolahan Daging/Ayam	Documents Sent	Pengolahan daging & sosis. Interested in sales audit. Sales sent example PDFs (confidential). Last: 18 Apr, 08:33 WIB
7	Amudi LA - Mudi (Properti)		Properti	Feature Questions	Tanya apakah tools bisa baca semua WA sales. Sales confirmed. Last: 18 Apr, 08:30 WIB
8	Anastasya Dinda - Anas (Digital Marketing)		Edukasi Digital Marketing	Multiple Scheduling	Ingin cek performa tim. Multiple attempts to schedule demo (jam 1, 4, 3:30). Demo link sent 16 Apr. Registrasi sent 17 Apr. Last: 17 Apr, 11:10 WIB
9	SR Sofian Rod - lan (Laboratorium)		Laboratorium Lingkungan & Konsultan	Engaged Q&A	1 CS staff. Asked detailed questions tentang cara connect. Scheduled online meet jam 10. Last: 17 Apr, 07:47 WIB
10	Muhammad Rizky Maulana - Rizky (Fashion)		Baju Olahraga	Feature Questions	Tanya apakah data bisa di-export ke sheet/Excel. Sales explained export as Excel/PDF. Last: 17 Apr, 09:47 WIB
11	Coe Nobi - Nobi (Herbal)		Penjualan Herbal	Feature Question	Tanya apakah WA activity & telepon bisa di-audit. Sales: currently tidak bisa untuk isi call. Last: 17 Apr, 09:24 WIB
12	taufik		(Not specified)	Detailed Questions	Tanya pricing, token system, privacy, prompt flexibility, customer references. Sales gave detailed explanation. Last: 15 Apr, 19:17 WIB
13	Wawan Susanto (Dealer Motor)		Dealer Motor	Demo Scheduled (Unconfirmed)	Minta demo live demo akun. Scheduled sore jam 3 (15 Apr), tapi follow-up unclear. Last: 16 Apr, 15:11 WIB
14	Admojo - Makmurindo		(Not specified)	Rescheduled	Scheduled jam 6 (15 Apr), then reschedule ke siang 16 Apr. Last: 16 Apr, 08:59 WIB

No	Nama Kontak	Whats App	Industri	Status	Keterangan
15	Ogi (Hospitality)	[Redacted]	Hospitality	Feature Questions	Tanya tentang omnichannel vs integration ke WhatsApp. Sales explained connection method. Last: 15 Apr, 09:04 WIB
16	Fahmi	[Redacted]	(Not specified)	Affiliate Discussion	Tanya tentang whitelabel option. Sales explained affiliate model: 25% recurring. Last: 15 Apr, 08:50 WIB
17	Ari - Wookey Weight	[Redacted]	(Not specified)	Customer Support Issue	Existing customer dengan token issue. Sales offering call support. Last: 15 Apr, 13:26 WIB

❄️ COLD LEADS (Low Engagement - Perlu Aggressive Follow-up)

Total: 52 leads dengan pola: Initial inquiry only → No follow-up response

Grouped by Response Pattern:

A. Single Interest Message - No Response (35 leads)

- Yusuf Ardian (62: [Redacted])
- Irna Ladas Tour (62: [Redacted])
- :) (62: [Redacted])
- Samie Sungkar (62: [Redacted])
- by (62: [Redacted])
- Siswanto (62: [Redacted])
- Cv Anak Tawi Makmur (62: [Redacted])
- Wisnu Kusuma Sandjaya (62: [Redacted])
- RONI (62: [Redacted])
- Mahbub Zein (62: [Redacted])
- Panduari (62: [Redacted])
- Tommy Abu Al Faruq (62: [Redacted])
- Ryang SR (62: [Redacted])
- SepriKurniawan (62: [Redacted])
- Vvip (62: [Redacted])
- danar (62: [Redacted])
- M Surya Wijaya (62: [Redacted])
- Milot johanis (62: [Redacted])
- o (62: [Redacted])
- E. L (62: [Redacted])
- Masfu Honda (62: [Redacted])
- Dee (62: [Redacted])
- Ar Rhyean (62: [Redacted])
- +62 813-3759-5113 (62: [Redacted])
- Fiky (62: [Redacted])
- Rangga (62: [Redacted])
- Ramdan (62: [Redacted])
- Hessa Kartika (62: [Redacted])
- Pixel Players (62: [Redacted])
- Erio One Stop Service (62: [Redacted])
- +62 857-8784-8682 (62: [Redacted])
- Bang Adiyanto Buaton (62: [Redacted])
- Ahmad (62: [Redacted])
- Pak Jack (62: [Redacted])
- Jeffry Yohanes de Fretes (62: [Redacted])

B. Minimal/Unclear Engagement (10 leads)

- Kivo Agency - Follow-up tetapi tanpa closure (62⁸ ██████████)
- s (62⁸ ██████████) - Shared social media links only
- Armando Hlw (62⁸ ██████████) - Multiple voice notes, communication unclear
- muhamadrifkiramdhani27 (62⁸ ██████████)
- Rachmat (62⁸ ██████████) - Just greeted
- PT Solusi Perizinan Indonesia (62⁸ ██████████) - Just greeted
- Chakylchakzon, Lius (1773270897) - Broadcast only
- Irvan Chaiterson - Bluebridge (62⁸ ██████████) - Just "okee ko siap"
- Fery (62⁸ ██████████) - Asked price, no response
- Calvin Young (62⁸ ██████████) - Just "halo"

C. Auto-Reply/No Real Engagement (7 leads)

- NotifyNetID (62⁸ ██████████)
- Bimo (62⁸ ██████████)
- Edi Mulyadi (62⁸ ██████████)
- Boman (62⁸ ██████████) - Chatbot
- Picko Abadi Iskandar (62⁸ ██████████)
- muhday99 (62⁸ ██████████)
- Fauzan Faza (62⁸ ██████████)

 **KEY INSIGHTS & REKOMENDASI**




Performa Konversi:

- **Conversion Rate (HOT→Closed):** 5 dari 13 HOT = **38%** (Wendy, Ananda, Enrico, marcellina, LINK.ID)
- **Average Sales Cycle:** 2-5 hari (dari interest → demo/closing)
- **Demo-to-Close Rate:** ~40% (dari yang demo, ~4 jadi client)

Opportunity:

- **52 Cold Leads memiliki potensi jika di-re-engage:** Estimated recovery rate 10-15% dengan aggressive follow-up = 5-8 leads tambahan
- **17 Warm Leads** perlu nurturing intensif: Estimated conversion 20-30% = 3-5 leads tambahan

Action Items:

-  **Immediate:** Follow-up intensive untuk 13 HOT leads → target close dalam 3-5 hari
-  **Urgent:** Re-engage 52 COLD leads dengan value proposition baru atau case study dari converted clients
-  **Ongoing:** Weekly nurturing untuk 17 WARM leads (product webinar, case studies, testimonial)

Report Generated: 25 Apr 2026 | **Data Period:** 14-18 Apr 2026 UTC+7 (WIB)