

An enquiry deserves a next conversation.

A form fill tells you someone reached out. A conversation tells you what they need, what is holding them back and what they want to do next.

Carry the question forward with its context.

The inbound programme brings Ripen's qualification discipline to new enquiries. Each connection to your website or systems is scoped first.

Understand the enquiry

Use the information already supplied. Clarify the purpose, answer from your approved material and identify questions that need your team. Avoid making the person start again.

Prepare the right handover

Bring forward the specific next step, the person's words and the remaining questions. A download, form submission or email open is not evidence of readiness by itself.

Fit the way your business receives demand

Agree the source of enquiries, response ownership, operating expectations and destination for handovers. Confirm the integration before promising a continuous or immediate response service.

Scope one enquiry route first

Choose one entry point and one offer. Define the questions Ripen can answer, the escalation path and the commitment that earns a handover. Rehearse the route before release.

Setup, then a monthly subscription by enquiry volume.

Set up with you. The enquiry source, volume and integration are agreed before launch.

Talk to Andy about your enquiry flow

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