

LIVE CHAT



Multifamily Case Study | MFH Community

INTERACT WITH YOUR LEADS FASTER THAN EVER:

With Live Chat, you will never lose a lead because of a slow response time. Our Chat team is available during business hours to answer inquiries and move leads down the marketing funnel.



CHALLENGE:

The community had potential leads coming to their site with an inquiry but not engaging with them or calling to set up a tour. The property also did not have enough resources to try and respond to inquiries before the potential lead lost interest.



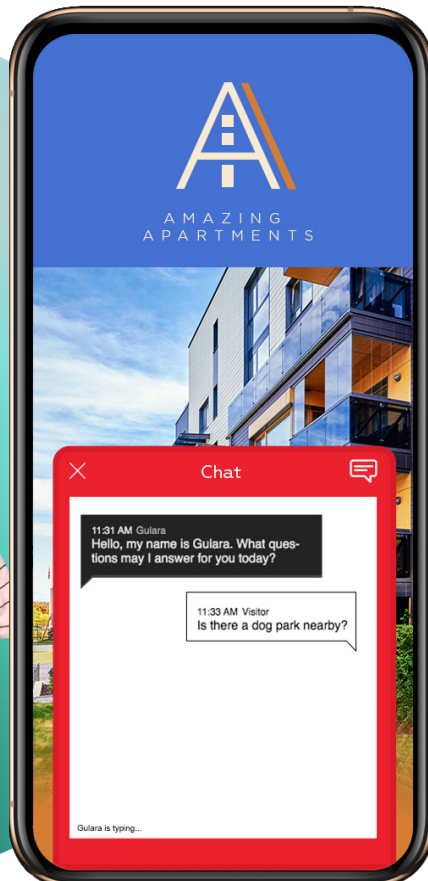
RESULTS:

Over a 9 month period, 95 engagements were recorded with over a **70% lead conversion rate resulting in 67 warm leads**. Of those leads, **19 went on to sign a lease with the complex after Live Chat was implemented**.



SOLUTION:

Live Chat was added to the community's site, allowing our team to answer questions apartment-seekers had and turn them into high-quality leads and tours. Chat was present on every page of the apartment community's website.



Our chat team responds quickly and accurately, **averaging 5-second response times**.

95 CHATS
67 LEADS
17 TOURS
19 LEASES



WANT TO LEARN MORE?

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