



LIVE CHAT

MULTIFAMILY CASE STUDY



MANAGEMENT COMPANY TURNED WEBSITE VISITORS INTO 214 NEW LEASES

CLIENT

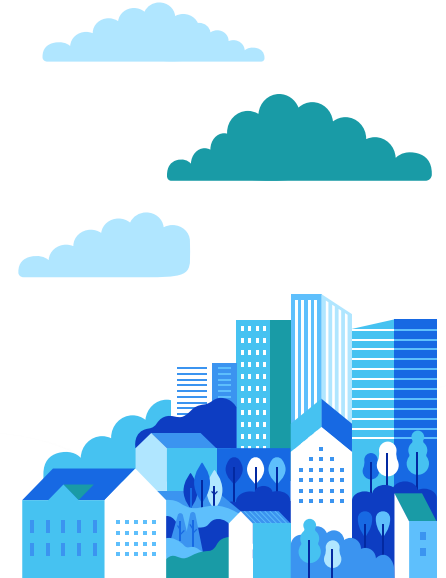
A national property management company with 25 mid-to-upscale communities.

CHALLENGE

- Engage website visitors in order to capture more leads and tours.
- Answer inquiries and general customer service questions quickly without sacrificing in-house resources.

SOLUTION

Live Chat is a US-based chat solution committed to delivering leads, tours, and leases. When prospects land on your website, they will be prompted to start a live chat conversation with our professional sales staff. The Live Chat team responds within seconds making sure the visitor never loses interest. Each member of the team is trained to answer questions specific to your community, giving your site visitors a customized and personal experience. Unlike speaking to a chatbot, using Live Chat ensures each visitor is given exceptional customer service, making them comfortable sharing their contact information and converting into a lead.



INQUIRIES

2,580

LEADS

2,068

TOURS

748

LEASES

214

RESULTS

Over a 12-month period, 2,580 sales conversations were initiated, with 2,067 of them turning into leads. **80% of website visitors that started a Chat became leads thanks to the conversion tool.**

748 tours were scheduled from those leads, and 214 leases were signed as a result.

29% OF CHATS LED TO A TOUR

 THE CONVERSION CLOUD
WANT TO LEARN MORE?

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