



If you like, I could connect you with one of our sales team now through a phone call?



# SmartChat Success Story. "We switched to SmartChat & increased website lead-gen by 50%"

“Before switching from the AI-led bot to SmartChat, we were hesitant to try it out. We worried about how someone outside of Cambridge could possibly engage customers in the way we envisioned for our brand.

Online leads coming through the website increased by a significant margin – *between 40 and 50%*. That's a fantastic outcome!”



**Janie Ginn**  
ONLINE SALES & MARKETING COORDINATOR

### SmartChat Results

**84%**  
Increase in website conversion rate.

**Doubled**  
Lead volume driven through the website.

**24/7**  
Coverage: never miss an opportunity.

## About Cambridge Homes.

Cambridge Homes is an established homebuilder in the Dallas/Fort Worth (DFW) area, offering personalizable floor plans and home styles in intimate neighborhoods across desirable communities such as Frisco, Plano, and Rowlett.





# Business priorities and challenges faced.

Our main business priority was to improve our lead generation efforts and capture high-value leads online, all while keeping marketing spend in check.

Before partnering with CommVersion and implementing SmartChat, we relied on a simple, cookie-cutter chatbot with limited functionality.

*As we expanded into more online communities, this approach became ineffective due to these challenges:*

## Lack of personality

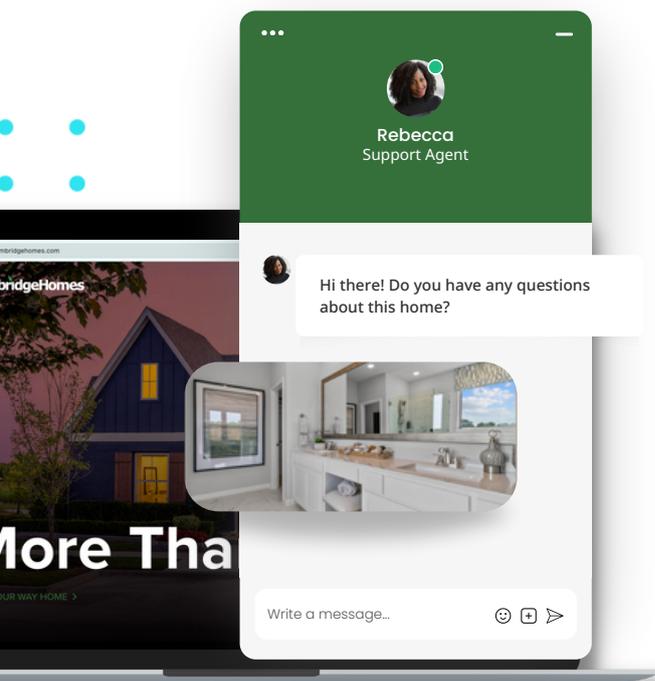
Generic chatbot responses fell flat. For home building, understanding specific needs is crucial. A chatbot simply couldn't replicate the personal touch of a real human, leaving buyers without a connection.

## Struggles with details

Home building involves complex questions about financing, floor plans, and customizations. Chatbots often struggle to handle these inquiries effectively, leading to frustration for potential buyers.

## Data & security concerns

Home builders often deal with sensitive customer data, such as financial details and property specifications. Chatbots raise concerns about data security and ensuring this data remains protected.



## Cambridge chose SmartChat.

*Here's why!*

We needed a more responsive and dynamic solution that could understand the emotional aspects of a home buying journey and the true intent behind a question. SmartChat's key features, particularly, smart targeting, gave us the confidence to take the leap. We were convinced it could effectively address the challenges we faced in the following ways





### Targeted engagement

SmartChat's ability to target website visitors at the right time with the right message ensures potential buyers are connected with the information they need, reducing frustration and improving the overall experience.



### Deeper understanding

By combining data analysis with human-led interaction, SmartChat addresses the difficulty of capturing emotions and intent allowing for more personalised and empathetic interactions.



### Building rapport & trust

SmartChat will handle basic inquiries and data gathering, ultimately freeing up OSC teams to dedicate time to building relationships and addressing complex questions that lead to a home sale.

## Let's look at what makes SmartChat different.

SmartChat combines the power of data-driven technology with personalized live chat to significantly increase website conversion rates compared to generic live chat tools.

This fully managed solution provides high-quality, on-brand experiences for your customers. SmartChat is specifically configured and managed for each client, offering a "done-for-you" approach. It identifies, engages, qualifies, and converts high-value prospects who are likely to abandon your website without inquiring. The effortless integration with your existing website allows you to quickly improve key metrics without any upfront costs.



## The Benefits.

The implementation of SmartChat brought about more qualified leads, improved sales efficiency, and boosted Cambridge Homes' bottom line significantly.

Use this [link](#) to calculate the potential from your website traffic

Transform your traffic into very real, **revenue-generating opportunities.**

[Book Your Demo](#)