

SmartChat Success Story.

How Crest Nicholson achieved a 66% uplift in website conversion rate with SmartChat.



Sarah Norman

Head of Digital at Crest Nicholson

Our 2-week trial demonstrated the effectiveness of SmartChat, with a remarkable 66% increase in website conversion rates.

This has resulted in high-quality leads that have impressed our sales team.

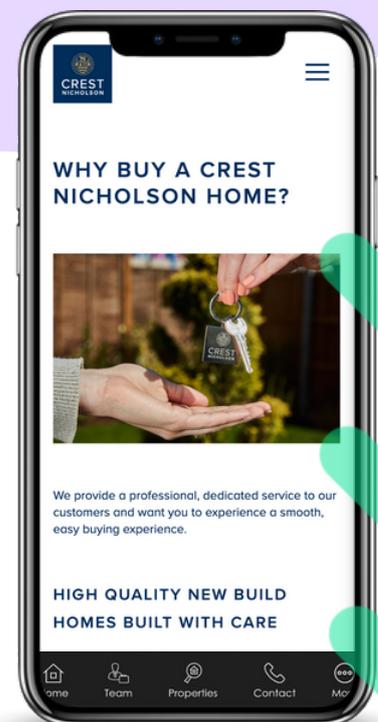
In my experience, SmartChat is the best chat tool I have come across."

About Crest Nicholson

| That's really cool. But who's Crest Nicholson?

Crest Nicholson is one of the leading homebuilders in the United Kingdom. For almost 60 years, they've built a brand renowned for outstanding design, quality construction, and great customer service.

The company remains extremely proud of this reputation.



Let's take a look at their goals for 2024

With mortgage hikes across 2023 and 2024 causing lengthened sales cycles and difficulties driving new leads, the Crest Nicholson team knew they needed to look for options to reverse the impact on their bottom line.

The hurdles they needed to overcome included:



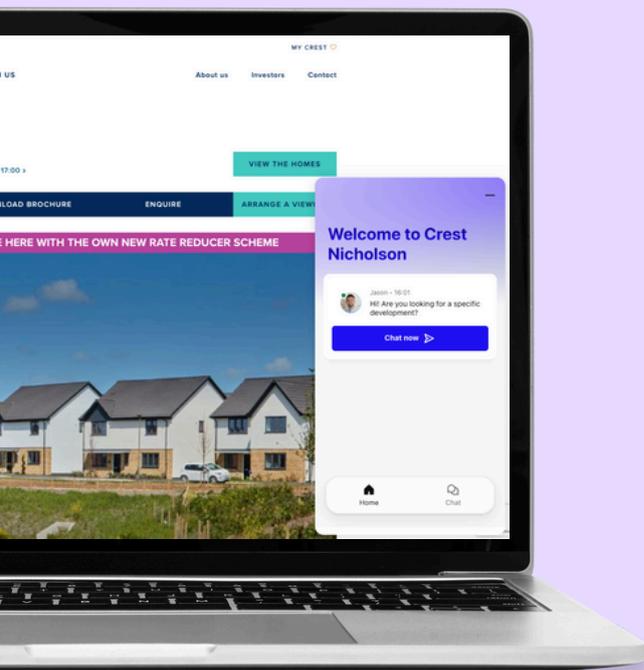
Increasing lead volumes



Driving quality leads



Improve customer experience



How did they address these hurdles?

SmartChat!

Having tried different technologies to capture more leads from existing website visitors, including live chat, they decided to trial CommVersion's SmartChat solution.

This decision stemmed primarily from SmartChat's focus on combining data-driven technology with human connection to drive 'net new' leads. Some of the benefits include:

Increase website conversion rate

Designed to turn lost opportunities into qualified leads.

Available 24/7 without the overhead

Qualifies traffic at all hours of the day.

Risk free

Only pay for qualified leads



Overcoming the scepticism.

Quality

+

Quantity

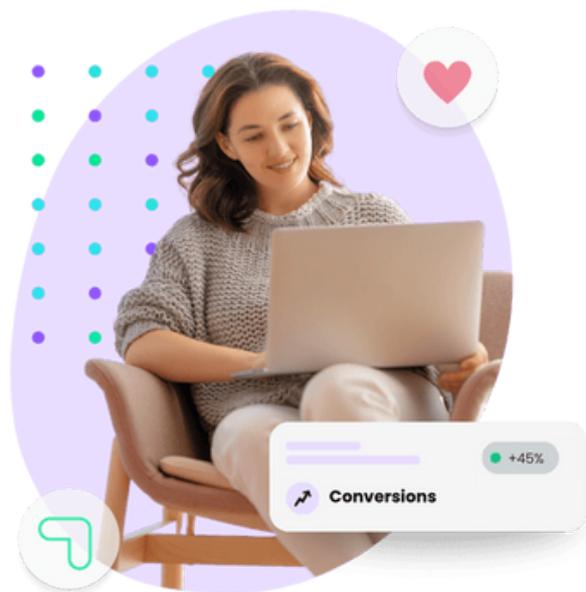
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Happy Teams

Initially sceptical, the Crest Nicholson team had reservations about whether SmartChat could truly enhance the customer experience during visitor interactions.

As the trial progressed, these concerns were alleviated when SmartChat's human-to-human approach produced high-quality interactions that matched the brand's tone of voice.

This instilled confidence in their ability to drive both quality and quantity of leads.



The Result.

In just two weeks after implementing SmartChat's trial on the Crest Nicholson website, we observed a surge in lead quantity and quality. Additionally, chat transcripts equipped their sales team with all the necessary information to close deals successfully.

Don't just take our word for it...

66%

SmartChat uplift in website conversion rates.

43%

of chats converted to qualified leads.

Shorter

sales cycles by converting chat enquiries to inbound calls using SmartChat's Instant Connect feature.



The success of SmartChat resulted in new revenue generated from the same traffic volumes, improving all marketing KPIs. The marketing team were delighted to see a tangible return on investment (ROI) from the initiative, validating SmartChat as a significant revenue-generating channel for the business.

Let's look at how SmartChat works.

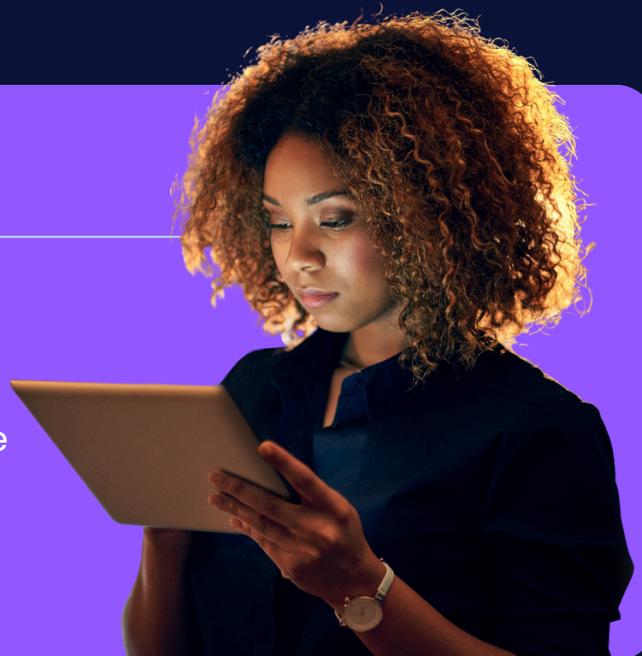
SmartChat combines the best of data-led technology with human-powered live chat to increase website conversion rates by 30% +, over and above generic live chat tools, whilst providing high-quality on-brand experiences.

Configured and managed specifically for each customer, SmartChat provides a 100% 'done-for-you' live chat solution designed to identify, engage, qualify and convert high-value prospects who are showing signals that they will otherwise leave your website without enquiring.

Integrating effortlessly with your website, SmartChat offers a unique opportunity to move the needle on the metrics that matter quickly and without up-front cost.

Smart targeting

Using browsing data and customer journey mapping, SmartChat identifies when high-value prospects will leave the website without enquiring and engages them in a human-led conversation.



SmartChat benefits

✔ Increase website conversion rate by 30%+

✔ Reduce cost per customer acquisition

✔ Generate leads your sales team love

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

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