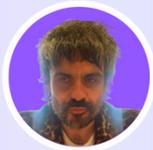


# SmartChat Success Story.

## Heating brand heats up sales with a 34% conversion rate increase. Here's how.



**Tom Nurse**  
Head of Marketing



**1000+**  
Monthly  
additional leads



**PPL**  
They only pay for  
qualified leads

*I was skeptical at first, but I'm glad I took the leap. My website conversions are up 34%! It's not just conversions though, it improves the quality of leads too.*

*Plus, it was a breeze to set up. The CommVersion team's been great, always there to help. Honestly, best decision I ever made."*

## About Fischer Future Heat



For over 75 years, Fischer Future Heat has been a leader in innovative heating solutions.

Established in 2009 by Keith and Maria Bastian, who brought over a decade of industry experience to the table, Fischer Future Heat leverages cutting-edge technology to deliver exceptional comfort.





# Scaling lead generation efficiently

Before SmartChat, Fischer Future Heat was already seeing success with their marketing efforts. However, they were a company that always strives for more – a competitive spirit that led them to seek ways to optimise their lead generation further and take their growth to the next level.

*Recognising the potential for further growth, they identified these key areas to optimise their lead generation process:*

## Website conversion optimisation

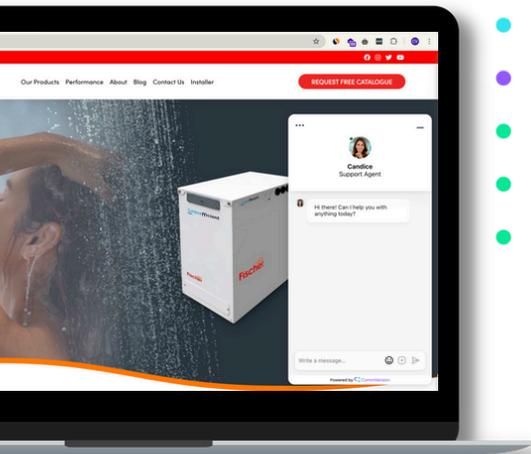
While they were generating website traffic, Fischer Future Heat sought to improve visitor conversion into qualified leads, thereby streamlining their sales pipeline.

## Lead quality enhancement

Despite generating leads, Fischer Future Heat sought to enhance their quality, ensuring a better fit for their products. This maximised efficiency and resource allocation.

## Marketing ROI optimisation

Like most businesses, Fischer Future Heat was constantly seeking to optimise their marketing ROI, ideally by generating more leads for the same budget.



## That's where SmartChat comes in.

SmartChat's unique ability to convert lost website visitors into qualified leads through its human and data-driven approach made it the perfect solution for Fischer Future Heat's lead generation goals.

Let's explore how SmartChat helped them overcome the hurdles they were facing:



### Boosted conversions

SmartChat targets the right visitors at the right time, with the right message, to convert into qualified leads. This feeds their sales pipeline with visitors with a higher propensity to convert.



### Improved lead quality

SmartChat's qualification process ensures that Fischer connects with leads perfectly suited for their products, allowing their team to focus on converting them into paying customers.



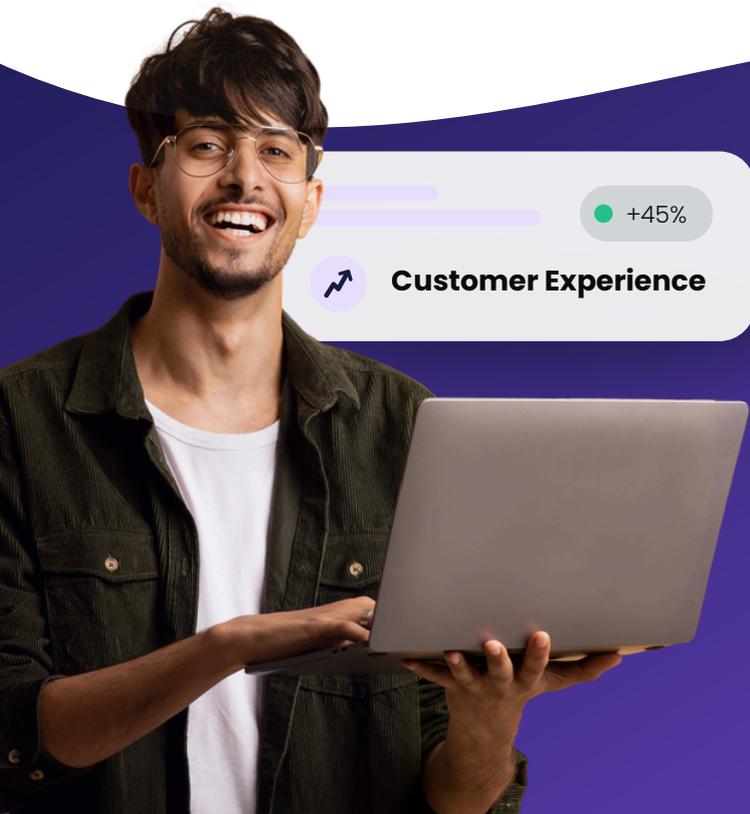
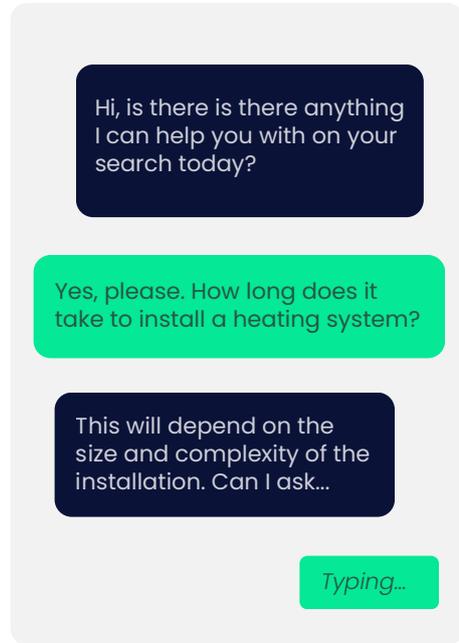
### Maximise marketing ROI

SmartChat's pay-per-lead model aligned with Fischer's need to optimise their marketing budget. By paying only for qualified leads, they ensured their marketing spend generated a measurable ROI.

# Life with SmartChat.

Fischer Future Heat's success story with SmartChat extends beyond just lead generation. The improved quality of leads has had a ripple effect throughout their organisation, particularly impacting their appointments team.

SmartChat weeds out unqualified leads, ensuring the appointments team only connects with genuinely interested prospects. This translates to more productive appointments, where the sales conversation can focus on closing the deal rather than basic qualifications. In addition, the steady flow of qualified leads empowers the appointments team to work smarter, not harder. They spend less time scheduling dead-end appointments and more time nurturing promising leads. This translates to a more efficient workflow and a more positive and motivated team.



## The Result.

In short, SmartChat has become an integral part of Fischer Future Heat's marketing strategy. It's a solution that has not only streamlined their operations but also fuelled their growth, allowing them to focus on what they do best: providing exceptional heating solutions for home owners.

Here are some of the results they we're able to see with SmartChat:

**1000+**

Monthly additional leads

**34%**

Increase in website conversion rate

**PPC**

They only pay for qualified leads

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

## 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.**

[Book Your Demo](#)