

Watson Realty Corp Boosts website inquiries by 42% with SmartChat.



42%

Increase in website inquiries.

47%

Increase in website conversion rate.

24/7

Availability meant non-stop led-gen.



Christina Deal

EBUSINESS MANAGER

“Before choosing SmartChat, we interviewed several companies, and SmartChat impressed us with its emphasis on human-led interaction and its ability to convert website visitors into valuable leads.

The increase in leads was remarkable. And it’s not just the number; the quality of leads that came through was outstanding.

SmartChat launched quickly, and leads came in immediately –we couldn’t be happier.”

A seasoned player in the real estate game.



Watson Realty Corp is a brokerage with over 50 years of experience, serving customers in Florida and southeastern Georgia.

Whether you’re looking for homes for sale, need to estimate your home’s value, or want to get pre-qualified for a loan, Watson has you covered!



Watson needed to turn curious website visitors into **buyers and sellers.**

However, the impersonal nature of the online world can make it challenging for customers to engage effectively. As a result, the brokerage giant encountered some difficulties in its quest for improvement.



Turning leads into sales conversations

In the past, they struggled to convert online leads. The reliance on phone calls created a follow-up bottleneck, leading to missed connections.



Return on marketing spend

In an increasingly competitive real estate market where quality leads are becoming increasingly expensive, Watson needed to find a way to generate high-converting leads at a lower cost.

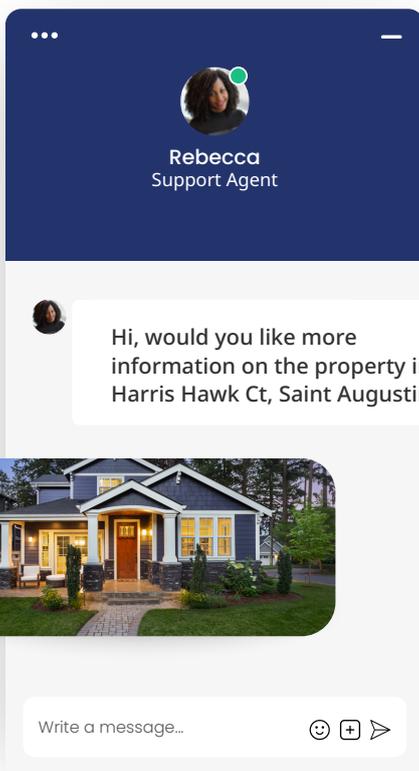
Watson **reduced CPL** and achieved net cost saving.

After interviewing several service providers, Watson determined that SmartChat was the right solution to assist them in the following ways:

- Take advantage of traffic **24/7** without increasing overhead.
- Reduce **Cost Per Lead** and achieved net cost saving.
- Boost **monthly revenue** and increase return on investment.

Because SmartChat has been built to address many of the lead generation challenges modern brokerages face, the business was confident that the solution would deliver results.

Upon implementing SmartChat, the benefits were immediate, which the Watson Realty team loved.

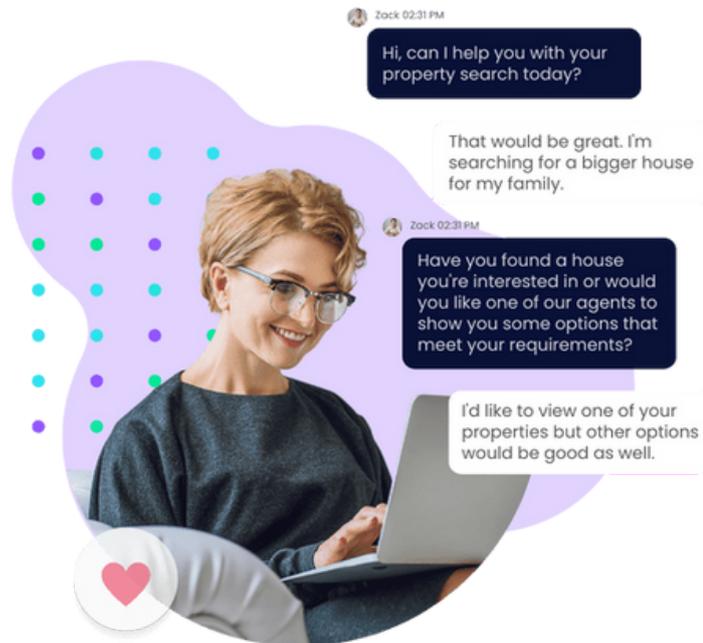


Benefits Seen

- Increased lead generation
- Lead qualification
- A better customer experience
- Increased return-on investment
- Reduced cost per lead
- 24/7 availability

SmartChat combines the best of human-led live chat with data-driven performance marketing to **drive results.**

This fully managed solution provided Watson Realty Corp with high-quality, on-brand experiences for website visitors. CommVersion configured and managed SmartChat, providing a 'done-for-you' solution. SmartChat identified, engaged, qualified, and converted high-value prospects who were previously likely to abandon the website without inquiring.



Take SmartChat for a spin!

Implementing SmartChat generated more qualified leads, improved service efficiency, and significantly enhanced Watson Realty's overall customer experience. We'd be delighted to help you achieve similar results.

[Book Your Demo](#)

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