

# CASE STUDY

## CallChatter - A Live Web Chat Service

Multi-Family Housing Industry



CONVERSION LOGIX

- Client** • National Multi-Family Housing Company
- Property** • National Account - 25 Communities
- Business Challenge** • Engage with a number of qualified visitors for mid-to-upscale apartment communities.
  - Communities range from brand new to established, stable assets
  - Utilize a proactive sales approach to interact with website visitors that result in leads and tours for the communities.

## PRODUCT OVERVIEW

CallChatter is a managed live web chat solution committed to creating leads, appointments, and sales. When consumers visit your website, they can then opt into a chat conversation with our professional sales staff who are located in Seattle, WA. Our staff will then answer questions for the customer, create qualified leads, and eventually schedule tours for your new prospects.

## RESULTS

Twelve (12) Month Measurement

- 2.32 % of all website visitors engaged with a CallChatter agent
- 17.4% of all chats can be classified as being a sales conversation
- From 2,580 sales conversations, 80% of them became leads in the form of a name, email address, and phone number
- Of the 2,067 leads, 36.2% scheduled a tour with one of our CallChatter agents
- 214 of the 748 scheduled tours signed a lease at the community they toured - resulting in a conversion rate of almost 29%
- Based on an estimated average rent cost of \$1,400 per month, CallChatter's net return on investment for this client was over 232%

<b>12 Month Investment</b>	Approximately \$90,000
<b>Total # of Website Visitors</b>	639,212
<b>Total # of Chats</b>	14,841 or 2.32% of Website Visitors
<b>Total # of Sales Conversations</b>	2,580 or 17.4% of ALL Chats
<b>Total # of Leads</b>	2,067 or 80% of Sales Conversations
<b>Total # of Scheduled Tours</b>	748 or 36.2% of Leads
<b>Return on Investment (ROI in USD)*</b>	\$209,600 or 232.89%
<b>Customer Satisfaction Score (Out of 5)</b>	4.33

\*Based on an average rent of \$1,400 per month \*\*Data was compiled from a 12 month sample



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