

Student Housing Community Attributes 70 Leases to Live Chat

The Results

291

Live Chat Leads
70 Leases from Live Chat Conversations

96

Scheduled Tours
25 Leases from Schedule Genie®

365

Total Unique Leads
85 Total Unique Leases

The Situation

A private student housing community near the University of Illinois needed a scalable way to convert website visitors into leads. Their marketing manager realized students preferred to gather information and communicate with the community online before visiting the property but didn't have the bandwidth to respond to every inquiry. **They sought out a solution that could capture lead information, respond to inquiries, and schedule appointments on behalf of the leasing team.**

The Solution

We launched our lead generation platform, The Conversion Cloud®, on the community's website. We enabled **Live Chat, our managed chat feature, to respond to inquiries for the leasing team** and Schedule Genie®, our automated tour application, to process tour appointments. This strategy helped the community **answer 291 chat conversations and schedule 96 new tours within a three-month period.**

We then used MatchBack, our lead-to-lease attribution software, to match these leads with the community's resident list. The results revealed that **70 residents engaged in a Live Chat conversation, and 25 residents scheduled a tour in Schedule Genie before signing a lease.**

Insights Why was this strategy so successful?

Our trained chat agents responded to students within seconds and provided relevant and personalized answers to inquiries. They captured contact information throughout the conversations and encouraged students to schedule a tour in Schedule Genie.

All of the chat conversations were recorded and stored in The Conversion Cloud dashboard, making it easy for the leasing team to see the questions that prospective residents had before each follow-up. This helped the leasing team create a more personalized sales experience leading to a **24-26% lead-to-lease conversion rate.**

*Results based on usage between March 2021 - May 2021.



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