Senior Living Management Company Generates Over 1,000 Leads With Live Chat

The Results

1,771 Chat Conversations

459 Support Questions Answered

1,451 Leads

337 Job Inquiry Responses

The Situation

Most families are emotionally overwhelmed by the decision to move a loved one into a senior living community and have little insight into the process.

Often families start their search online and are **hesitant to call a community** or walk into the building **before they've gathered enough information** to feel comfortable taking the next step. As a result, many senior living websites have high traffic, but lower lead volumes.

A California and Las Vegas-based luxury assisted living and memory care company faced this challenge and sought a solution to **build relationships with prospects earlier** in their search process.

The Solution

The Conversion Logix® team partnered with the management company to deliver a Live Chat experience across 32 community websites.

The option to chat with a live human representative 24 hours a day, seven days a week, increased overall engagement on the community's website, converting **16% of website sessions into Live Chat conversations.**

The Live Chat team consistently responded to prospects' initial outreach within seconds, **converting 82% of conversations into leads.**

Chat-to-Lead Conversion Rate	Session-to-Chat Conversion Rate
82%	**16%**

*Live Chat results include conversations and leads generated from Conversion Logix®'s managed Live Chat solution during Jan 2021-Dec 2021.

The Strategy

The Live Chat team responded to prospect inquiries, job inquiries, and support questions freeing the onsite team's time to address lower funnel leads. This helped the company improve response times, build relationships with prospects earlier in their search process, and **convert prospects into leads.**

Human-to-Human Conversations

• Adopting a "best friend" approach to chat conversations, the Conversion Logix Live Chat team provided customized and empathetic communication to build trust with prospective customers.

• Prospects who chat with our team are more willing to give communities their contact information, resulting in incredible lead conversion rates.

24/7 Availability

• In today's "always-on" world, communities miss out on leads, potential employees, and addressing customer needs if they are only available during business hours.

• Live Chat ensured communities delivered exceptional online experiences around the clock, decreasing the likelihood of opportunities turning to competitors.

Empowering Onsite Teams With Lead Data

• Onsite teams received transcripts of each chat conversation that resulted in a lead.

• The teams used this information to personalize follow-up conversations and nurture leads until they were ready to make a purchase decision.

KEY TAKEAWAYS

1. Adding Live Chat to your website can improve overall operations at your communities, from increasing prospect engagement to helping onsite teams recruit employees, and providing responsive customer service.

2. Human-to-human Live Chat conversations enable communities to deliver empathetic sales conversations with prospects, leading to stronger relationships and higher lead conversion rates.