



## Miami Apartment Community Generates 461 Live Chat Leads in One Month

# The Results

**461**

Leads

**494**

Chat Conversations

**81**

Support Questions Answered

## The Situation

A high-rise apartment community located in downtown Miami received an overwhelming number of inquiries from around the world about their unique rent by room program, pricing, and availability. The onsite team struggled to provide timely responses to prospects, resulting in missed opportunities.

## The Solution

Conversion Logix® launched a Live Chat module on the community's website to manage online chat conversations with prospective residents.

The Conversion Logix Live Chat team was available around the clock, translated conversations in over **50 languages**, and provided personalized feedback to nuanced questions about the community's rent by room program.

This one-on-one, high-touch customer experience helped the community convert **93% of online chat conversations into leads, generating 461 warm leads for the onsite team.**



# The Strategy

Live Chat provided personalized responses to prospect inquiries and support questions. This allowed the onsite team to spend valuable time giving tours and nurturing lower funnel leads.

## 24/7 Availability

- Conversion Logix's Live Chat service is available **24 hours per day, every day of the week.**
- The chat experience captures leads from conversations taking place after normal business hours.
- The responsiveness helped the community grow their domestic and international lead list while elevating their customer service reputation.

## Addressed Prospects in Their Native Language

- The leasing team received inquiries from all over the world, resulting in language barriers making it difficult to sell the community.
- The Conversion Logix Live Chat team can translate chat conversations into over **50 languages.**
- This enabled the community to convert international inquiries into leads and overcome the language barrier.

## Personalized Responses to Nuanced Questions

Three unique aspects to this community's offering increased inquiries:

- Units in the community designed to be shared by roommates through a rent a room program
- Part of the community housed a hotel
- Social living spaces designed for professionals (co-working and meeting spaces) and party-goers (pool and lounge space).

The ability to speak with a live representative about these unique offerings gave prospects the information they needed to make an informed decision and helped to sell the benefits of the community.

## KEY TAKEAWAYS

- 1.** Lack of responsiveness can negatively impact the bottom line. Outsourcing Live Chat to a team of experts who are always available can help capture missed opportunities.
- 2.** When you offer a unique community experience, prospects have more questions about your offering, resulting in a greater need for support services.
- 3.** Personalized, accessible, and value-driven human-to-human interactions deliver higher lead conversion rates.



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