



# How CommVersion increased **Web Leads by 150% for Air Spectrum**

## The Client

Founded in 1994, Air Spectrum Environmental is a family-owned business which specialises in industrial odour and dust control. Air Spectrum designs, manufactures and installs bespoke industrial odour control equipment and dust suppression systems worldwide. With over 25 years of experience in odour and dust control, Air Spectrum understands the needs of clients, satisfying local air quality nuisance legislation in Europe and throughout the world.

## Challenge

Air Spectrum Environmental was looking for a solution that would help with converting more website visitors into leads and inquiries that can be tracked through to sales. CommVersion was given the task to use its proactive method to engage and convert web visitors into qualified leads.

## Solution

Air Spectrum partnered with CommVersion to initiate Lead Generation services on their websites. The aim was to connect and engage with website visitors by providing them with relevant information related to the various services offered by Air Spectrum

and increase the number of leads from their website. CommVersion's agents were trained in fundamental elements and information about the brand in order to seamlessly engage with the website visitors and generate leads for the same.

## Results

After successful implementation, providing proactive assistance, and tracking analytics in real-time, CommVersion successfully increased the number of leads for Air Spectrum. In less than a few months, CommVersion was successful in doubling the number of web leads for Air Spectrum. The results after collaborating with CommVersion's Lead Generation services, at the end of August 2018 were substantial.



**150%**

Increase in Web Leads, from 108 to 268 leads within the same duration as compared to last year



**96%**

Customer Satisfaction (CSAT) Rating



**49%**

Engagement to Lead Conversion

## Comments by website visitors at Air Spectrum

I got the information I wanted very efficiently

Really good and it helps being out of hours and can relay the questions and information required and get in motion for a response next day.

Patient and good service during enquiry

**Mark Thomas**  
Managing Director  
Air Spectrum

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We have been very surprised and pleased with the quantity and quality of leads generated, surpassing our expectations. Online Chat is now firmly established as a key conversion tool within our website and overall marketing mix

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