



How Live Chat helped Douglas & Gordon increase their web valuation leads by 76%

The Client

Douglas & Gordon have six decades of experience in providing professional property services in London. They serve across 19 areas in central, west and south-west London. As a full-service agency, Douglas & Gordon offer:

- Residential Sales and Lettings
- Property Management
- Corporate Services
- Residential Developments
- Professional Valuations
- Refurbishment and Interior Services

Challenge

To increase the number of valuation and viewing leads generated via the Douglas & Gordon website

Solution

Douglas & Gordon partnered with CommVersion to initiate a 24*7 Live Chat

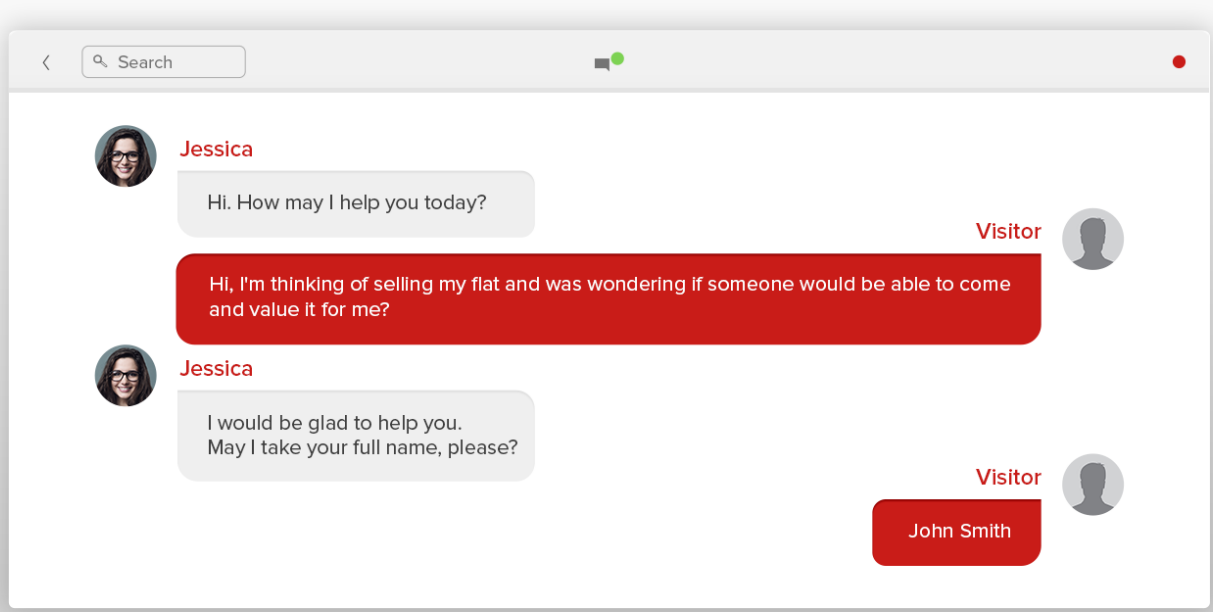
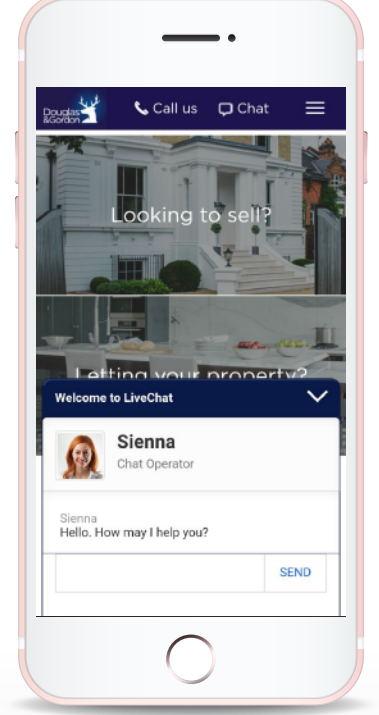
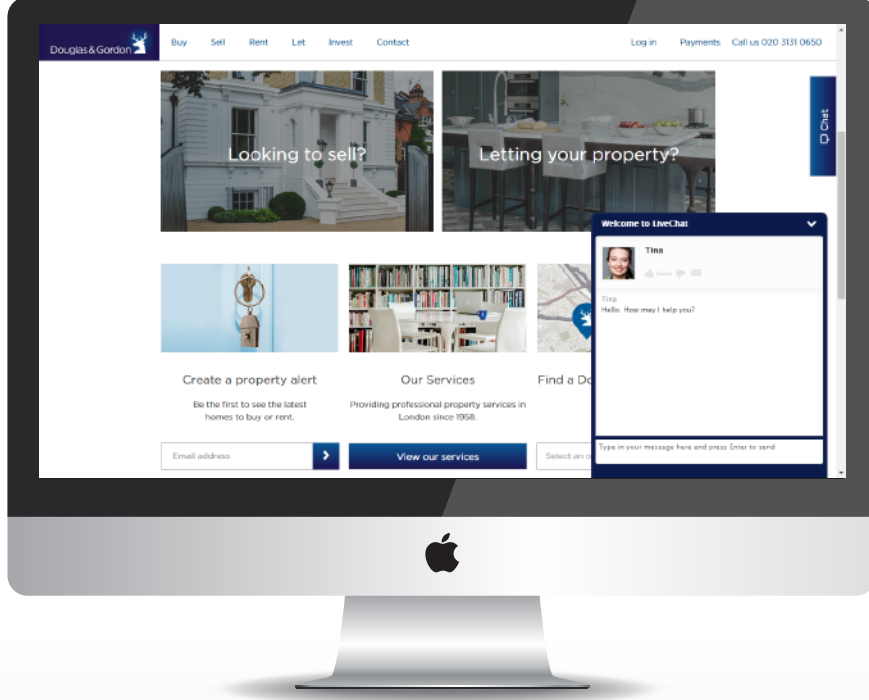
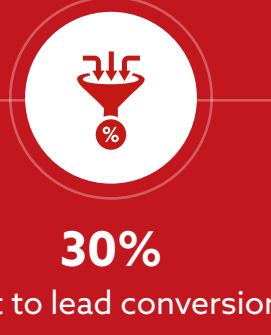
service on their website. The aim was to connect and engage with website visitors by providing them with relevant information and guiding them to a Douglas & Gordon executive.

In collaboration with Douglas & Gordon, CommVersion created a chat matrix that covered various elements of the business and served as the foundation for training Live Chat agents about the company. A branded chat window was designed and integrated seamlessly into the existing website. In-built CommVersion analytics were used to determine a set of pre-defined rules to help Live Chat agents when engaging with visitors. The matrix was then tested and, after a satisfactory trial, was made live on the Douglas & Gordon website.

After two months of proactive assistance and tracking analytics in real time, CommVersion successfully increased the number of valuation and viewing leads generated via the Douglas & Gordon website.

Results

CommVersion Live Chat was extremely successful in generating web valuation leads. After adding live chat to the Douglas & Gordon website, the results at the end of January 2017 were:



What website visitors had to say...

What do you think of this chat?- Great service on a Sunday night - if only all estate agents did similarly

Instant response and effective

Very helpful, quick response and easy to use

12 out of 10

Helpful and informative

Very friendly and efficient



Jessica Morrison
Marketing Manager
Douglas and Gordon

“CommVersion has proved to be a real extension to our business. We can now assist web visitors 24/7 and make it even easier for them to get in touch with a Douglas & Gordon agent. With increased leads from our website, CommVersion provide a very high service and are a pleasure to work with.