



Moving APT
America's #1
Interstate Movers
witnessed a
**20% growth in
overall sales with
CommVersion.**

About

Moving APT is an American interstate moving company, servicing thousands of interstate moves since 2010. They are equipped with top-class moving teams to handle a move of any size, regardless of distance. Moving APT provides their customers access to licensed and insured moving teams from the most reputable and trusted moving companies in the United States at the best prices in the industry. **To know more about Moving APT**

[Click Here](#)

Challenge

Knowing that there were people visiting their website and not requesting a quote, Moving Apt was looking for a solution to drive engagement on their website, and thereby generate leads.

The aim was to be actively engaged on the website with relevant information about their services for prospects at any given time.

Solution

CommVersion's team conducted a thorough analysis of Moving APT's website, their monthly traffic, user behaviour, etc. Through a collaborative effort with Moving APT's sales team, the type of incoming queries by website visitors were analysed and understood.

Based on these crucial elements of the business, **CommVersion created a detailed lead generation strategy.** This served as a foundation for the extensive

training that CommVersion's chat agents underwent.

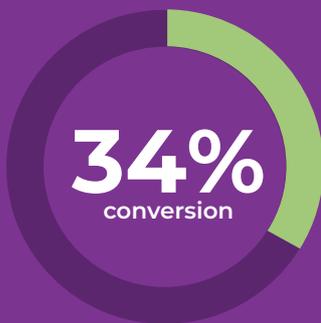
Through 24x7 proactive engagement on the website, CommVersion's chat agents identified intent among the website visitors and thereby developed their interest by providing relevant information about Moving APT's services.

This not only led to an increase in the number of leads generated online but more importantly, the quality of leads generated from the inbound traffic.



Over a span of 9 months, the results were as follows:

Moving APT saw a 34% conversion in the number of qualified web leads generated, with CommVersion's lead generation service.



Out of 4961 chats taken on the website, 1665 qualified leads were generated through proactive and personalised engagement in real-time.



Prospects have a tendency to enquire and research about the services they are looking for on multiple websites. **CommVersion makes it less likely for them to engage with competing businesses,** by providing them with the right information in real-time.

CommVersion's trained chat agents were well prepared to provide the website visitors with the right information about Moving APT's services, helping them find the answers they were looking for in real-time.

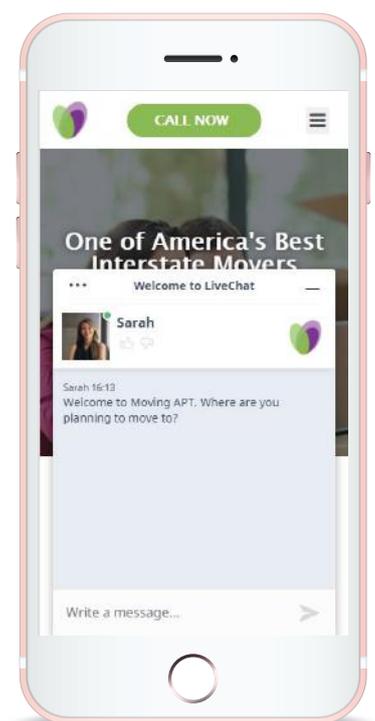
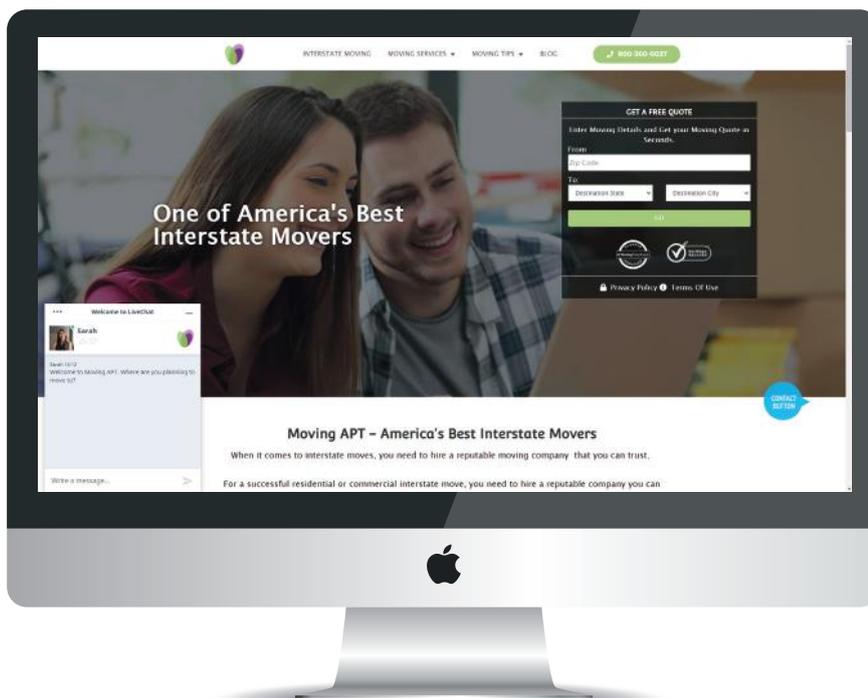


CommVersion then immediately connected the website visitors with Moving APT's sales team, via **Instant Connect**, a feature by **CommVersion** that allows you to **immediately engage with interested customers over a phone call, by connecting them to the appropriate sales representative.**

This immediate and thorough communication between the website visitors, CommVersion, and Moving APT's sales team, led to efficient conversions and ensured that no opportunities were lost. **This resulted in an overall increase in sales by 20%.**



The crisp and prompt communication by CommVersion's team with the website visitors **resulted in an exceptional average CSAT (customer satisfaction score) of 98%**



What Moving APT has to say about working with CommVersion

“Working with CommVersion has been a rewarding experience. They operate with the highest level of professionalism and are constantly looking for feedback to improve their services and deliverability. I would absolutely recommend them as a Lead Generation Partner.

We are approached often with companies promising how good their service is. Usually, they don't deliver what they promise.

CommVersion is an exception to that. They delivered and keep delivering.”



Meyr Aviv

CEO / Founder of Moving APT

What website visitors had to say...

I love the immediate response provided.

Charlotte was helpful, to the point, and polite.

Fast and easy.

Very responsive to my concerns and was willing to find an answer to all of them.

Alison was polite and friendly. It was a delightful experience and apparently successful. I appreciate her attention and efficiency. A job well done.

Helped me in my hour of need!

Excellent and efficient service!

Excellent, straight forward.