



Property  
Developer

**Galliard Homes**  
increases web-leads  
by over 20% with  
human-led live chat.

**Gary Conway**

DIRECTOR

Few initiatives genuinely touch the sides when it comes to lead generation but having 24/7 human-led live-chat on the Galliard website has delivered a 20% increase in buyer enquiries.

I couldn't recommend this team highly enough.



# ABOUT

Galliard is one of the U.K's pre-eminent property developers, The Group has a £3.95 billion portfolio under construction which includes 6,905 homes and 341 hotel suites.

Galliard Homes undertakes sales and marketing for the Group's portfolio of homes for private sale.

# CHALLENGE



## Lead Quality

Whilst leads were being generated through the inquiry form on the website, Galliard Homes was looking for a solution to both increase visitor engagement and generate more detailed lead information.



## 24x7 Coverage

Almost 40% of Galliard Homes' website traffic occurs outside of working hours. As such, a 24/7 solution was needed to optimise lead conversion rates around the clock.



## Minimising Lead Cannibalisation

Galliard Homes wished to ensure that the solution it deployed would significantly enhance overall lead generation, rather than simply moving it from one channel to another.

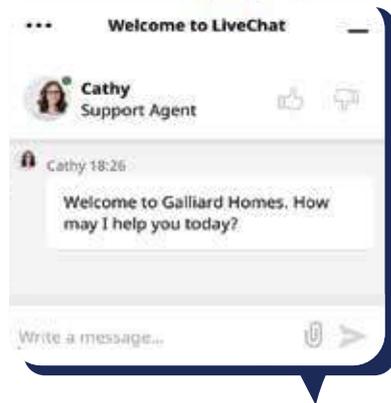
# SOLUTION

CommVersion reviewed patterns of user behaviour on the Galliard Homes website including entry points, pages visited, and the range of details typically submitted through lead enquiry forms.

Using this data, our customer success analysts identified pages which would benefit most from live-chat and constructed a bespoke communications strategy to fit with Galliard's brand 'tone of voice' whilst delivering on its priorities; namely to generate a higher volume of better-quality leads for the business's sales team.

CommVersion's chat-agents were extensively trained on the Galliard Homes business prior to launch, ensuring the best possible responses could be provided in real-time, through the website.

**With CommVersion, Galliard Homes obtained a 24x7, 365-day lead generation solution which greatly enhanced user experience on its website.**





# RESULTS



Over the course of 3-months, **CommVersion Live Chat led to a 20% uplift in leads** on the Galliard Homes website, delivering more than **300 additional leads** each month.



No reduction in the volume of submitted web-enquiry forms occurred, demonstrating that **live chat was generating new business** and not cannibalising other forms of lead generation.



Significantly, leads generated through **CommVersion converted at a higher rate**, due to the additional qualifying questions chat-agents were able to ask before passing prospects to the Galliard sales team.



SEO benefits – typically accruing over time – were immediately demonstrated by a **3.13% reduction in website ‘bounce rate’ and 2.52% increase in ‘average time on site’** (key indexing metrics).



Finally, customer satisfaction scores (**CSAT**) were over **95%**, showing the user experience value live chat can bring.



## DASHBOARD

Galliard sales and marketing team are able to see all live chat KPI's through CommVersion dashboard

## CRM INTEGRATION

Simple integration means all leads can automatically populate into existing CRM system.



**Material increase in qualified leads generated for sales team.**



**Trial to demonstrate proof of concept**



**Simple implementation, managed by Commversion**

# DON'T JUST TAKE OUR WORD FOR IT...

Excellent service,  
perfect knowledge,  
steadfast dedication  
to the job

Very Caring,  
understanding and  
Professional and gave  
me confidence.

Very fast  
response  
and easy to  
respond

scarlett is very  
corporative  
10/10

Emma was easy  
to talk to

Great service, quick and  
easy responses, trustworthy  
at all times

Charlotte was  
very quick to  
respond. She passed  
on my details to  
the relevant  
team to be in touch.

Helen was very  
helpful and  
knowledgable

Incredibly helpful,  
informative,  
and told me exactly  
what i was after.  
Cheers joanka

## TRUSTED BY THE BEST

