



## How TONIC Weight Loss achieved 98% customer satisfaction using CommVersion's 24x7 live chat solution

### The Client

Tonic Weight Loss spans over 40 years of experience in the field of weight loss (bariatric) surgery. Tonic weight loss work hard to provide exceptional standards of surgery and care for their patients.

The surgeries are carried out in private luxury local hospitals and they also provide a private chauffeur service to take the patients to the hospital on the day of their surgery to help them feel as comfortable as possible.

With operations spread across the United Kingdom & Dubai, Tonic Weight loss believe that providing great value is vital and that their customers receive the very best complete package, including an aftercare package that cannot be rivalled – and all at competitive prices.

### Challenge

Tonic Weight Loss got two new responsive websites developed, one for the UK market and one for the UAE market. The two biggest challenge they had were : -

1. To increase the number of enquiries generated through their website as they were spending money on SEO and Google Search Ads to drive traffic to their website but the enquiries that came in didn't give them a good return on the investment.

2. To build authenticity and trust among the website visitors who visited the tonic website via Google Search Ads and SEO.

## Solution

Tonic Weight Loss partnered with CommVersion to initiate a 24\*7 Live Chat service on their UK & UAE websites. The aim was to connect and engage with website visitors by providing them with relevant information related to the various weight loss surgeries that Tonic Weight Loss offered.

In collaboration with Tonic Weight Loss, 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 predefined 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 <https://tonicweightlosssurgery.co.uk/> & <http://www.tonicsurgerydubai.com/> websites.

After successfully implementing live chat and providing proactive assistance and tracking analytics in real time, CommVersion successfully increased the number of leads generated via the TONIC Weight Loss website.

## Results

In less than five months, CommVersion Live Chat was successful in generating 317 leads. After adding live chat to the TONIC Weight Loss websites, the results at the end of August 2018 were:



**317**

leads generated in total



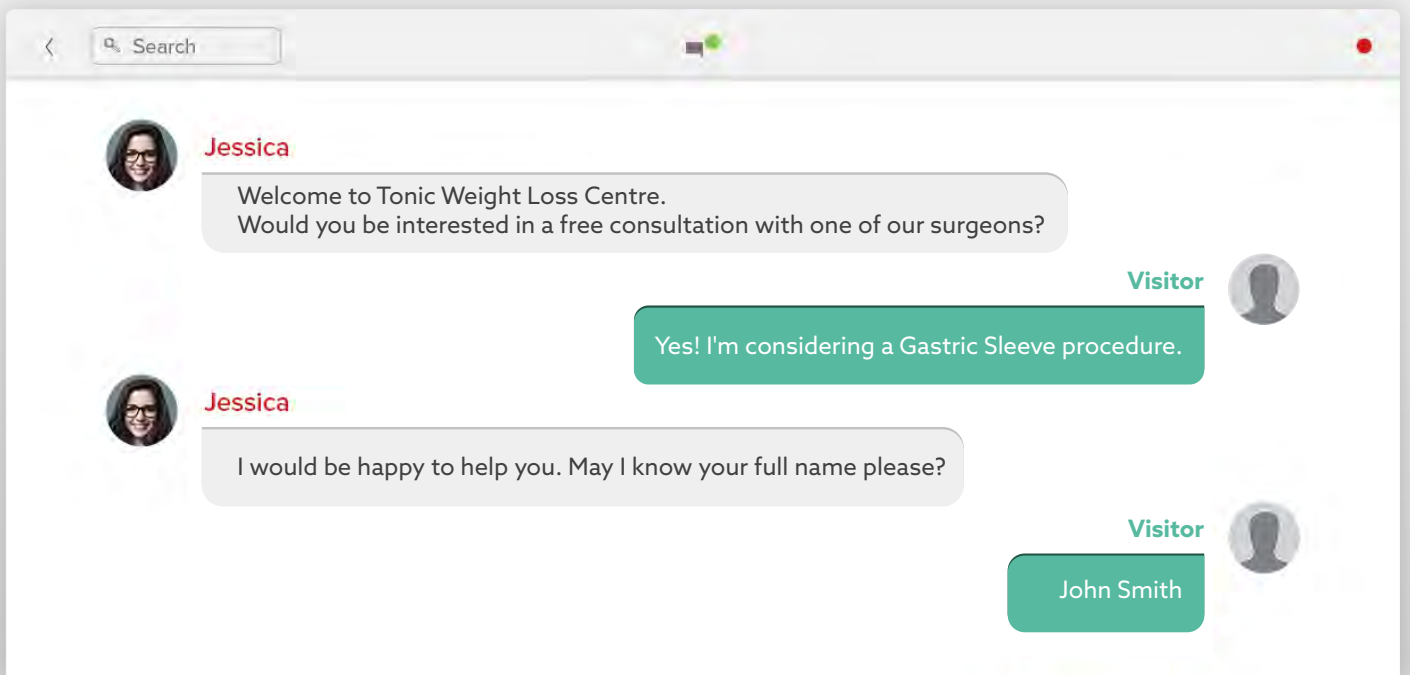
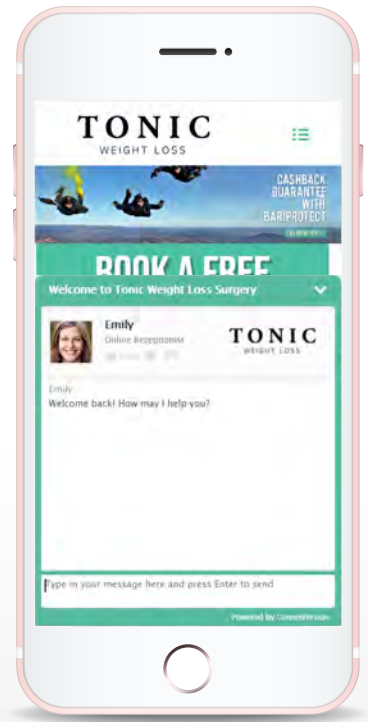
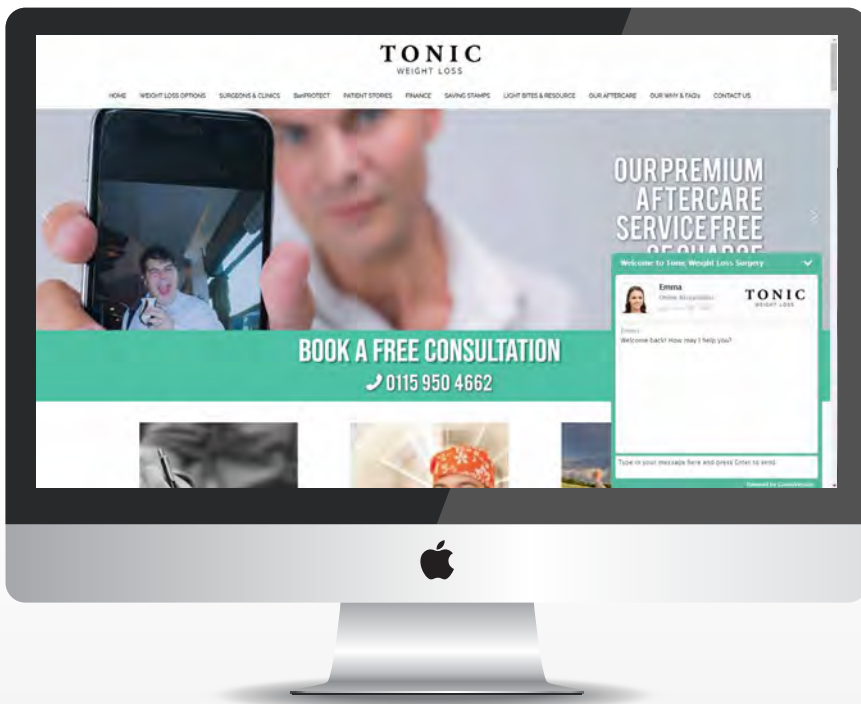
**98%**

customer satisfaction (CSAT) rating



**36%**

chat to lead conversion



## What website visitors had to say...

Brilliant and fast and easy and Naomi was lovely.

Excellent customer service!

I loved the swift response to my enquiries.

Clear simple but straight to the point. Very appreciated. Thank you

The chat was very good, The person I was talking to was very understanding and very nice!

Very helpful. Answered most of the questions and the replies were so fast. Rate of 1-10 I'd give a 10. Service is so reliable. Thank you

It was amazing and thank you for all your help. I am really happy that you guys made this amazing website.

Very useful, great advice & quick to respond

Very informative and helpful, great first experience of Tonic weight loss

Very professional and answered all of my questions, excellent service

It was polite and reassuring



**KAY FRANKLIN**

Joint Chief Executive  
Tonic Weight Loss

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CommVersion live chat is a very experienced company with integrity and their service is always delivered 100%

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