



JACK HENRY GROUP



CommVersion
Communication-Led-Conversions

Luxury Car Dealership

Jack Henry Group

increased their

online leads by 50%

within a year.



About

Jack Henry Group is a family run business supplying a range of used cars including Porsche, BMW, Audi, etc. With over 45 years of experience with motor trade, they handpick only the finest quality of second-hand vehicles ranging from small run-arounds to prestige 4x4's. Based in the heart of Kent countryside, they have a strong network of dealers in the market and can source any car that a client wants.

Challenge

Due to a steady flow of inbound traffic on Jack Henry's website, Jack Henry Group was looking for a solution to convert these website visitors into inbound leads, and at the same time, communicate with their online audience with the same attention to detail they offered their clients offline.

The leads generated through Jack Henry's website via their online web enquiry forms, landing pages etc contributed only to an overall of 600 enquiries of which 265 leads were qualified web leads that they received over a span of one year.

To avoid the waste of resources, time and man-hours on vetting the qualified leads from the overall web leads, a systematic and personalised lead generation strategy was required to convert Jack Henry's website visitors into highly qualified leads.

Solution

With CommVersion, Jack Henry Group gained access to a 24x7, 365-day lead generation solution backed by CommVersion's personalised communication strategy, during and outside of business hours.

Commversion's team conducted extensive research on Jack Henry's website to determine the source & flow of website traffic, user behaviour and more.

Collating this data and after talking to Jack Henry's sales team, CommVersion prepared a thorough lead generation strategy based on the data from the existing inbound traffic. The lead generation strategy served as a foundation for the extensive training of CommVersion's chat agents.

Jack Henry Group could now engage with their website audience at any given time, identify intent in them and convert them into qualified leads through CommVersion's trained chat agents.

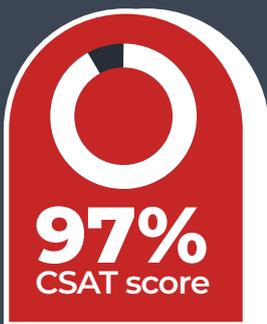
Over a period of one year the results were as follows:



50%
More Web Leads

As compared to the 265 qualified leads generated in the previous year, from all of their online sources, **Jack Henry Group saw a 50% increase in qualified online leads** due to proactive engagement through CommVersion's lead generation service.

Over the span of 12 months, the automotive dealership generated a whole of **397 qualified leads on their website as compared to 265 qualified leads generated in the previous year.**



With great response time & attention to detail, CommVersion's chat agents were well prepared to handle customer queries, with relevant information about the dealership's services, resulting in the average **CSAT (customer satisfaction score) of 97%.**



"CommVersion as a Lead Generation partner has been exceptional. We can now engage with our prospects at any given hour, and generate qualified leads from our website traffic. Their service has proven to be efficient and effective for our business. CommVersion communicates with our website audience with the same individual attention that Jack Henry offers offline. It is a pleasure working with them"

- Jack Fowler
Owner



What website visitors had to say..

“

Great. Even though I did locate what I was looking for. The service was excellent. Quick and relevant information. Thank you Sam.

“

Easy to use and pleasant chat

“

Brilliant, helpful and friendly

“

Very good. Very professional, pleasant and polite! Helped with all the questions I had reference the Discovery 4 you have in stock..

“

Useful contact in the evening

“

Very helpful, thank you