



# 5 Reasons why every estate agent should be investing in managed live chat



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With 55% of people going online out-of-hours<sup>1</sup>, an estate agent's potential customers are always connected and they expect their questions to be answered immediately, no matter the time of day or night.

Selling, buying, or letting a property is one of the biggest decisions people will make in their lifetime and is an event that most people cannot get through without the help of professionals. It goes without saying, therefore, that supporting a customer right from the start will build trust and make converting a conversation into a qualified lead infinitely easier and more profitable than following up on a traditional website enquiry.

To be successful in an ultra competitive market you need to find ways to add real value to your service and differentiate yourself from your competitors. With almost all potential customers starting their search online, you need to find ways to engage with people directly as they browse and then enhance the customer experience.

In commercial terms, managed live chat — in other words chat handled by highly-trained human operators — is proven to deliver as many as 50% more leads from a website<sup>2</sup>. For some, this equates to a staggering return on investment of more than 2,000%<sup>3</sup>.

This guide has been designed to demonstrate why 24/7 managed live chat is an absolute must-have for any estate agent serious about growing their business.

## Sources

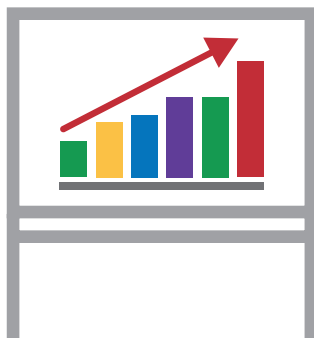
1. All Yomdel property clients, Apr 2018, standard hours 9am-5.30pm Mon-Fri
2. EweMove data – a Yomdel client since 2014
3. Average ROI across all Yomdel estate agent clients Jan-Jun 17



# What is managed live chat and how does it work?

Managed live chat is a box that pops up on a website that allows a visitor to speak to a highly-trained and real-life operator who answers questions and gathers leads on behalf of the business. It's activated by placing a short snippet of code on to your website that allows the chat box to show.

- The chat box is branded with your logo, font and colours. When a website visitor accepts a chat a skilled operator will start to engage in conversation, whatever the day or time.
- We work with you to produce a detailed knowledge bank containing answers to frequently asked questions that becomes a continuously evolving document.
- Our well-crafted scripts are created in your tone of voice and structured in a way that builds rapport, encourages engagement and gives customers confidence in your brand.
- You have direct contact with a senior operations supervisor who manages the chat team dedicated to your business.



## Quality guaranteed

Yomdel live chat operators are measured on a daily, weekly and monthly basis on key performance indicators including:

- **Quality of engagement**
- **Chat to lead conversion rates**
- **Customer satisfaction**
- **Speed of response**



# 1: Consumers are always online and want answers NOW

- 93% of house hunting in the UK starts online<sup>1</sup>.
- More than 51% of house buyers make first contact with an agent online<sup>1</sup>.
- At least 55% of people visit estate agent websites outside of standard business hours<sup>2</sup>.
- With the rise of mobile internet, on-demand TV and social media, people now expect instant gratification. A 24/7 response to a chat request within 15 seconds meets these demands.

## 2: More quality leads

- Website conversion rates increase by more than 50%<sup>3</sup> with carefully targeted 24/7 managed live chat support.
- Leads are fully qualified before they get to you. The depth of information gathered enables hot leads to be instantly recognised and acted on.
- A person who chatted online has already formed a relationship with your agency, keeping the lead warm and making your conversation with them much easier.

### Sources

1. HSBC research August 2017

2: All Yomdel property clients, Apr 2018, standard hours 9am-5.30pm Mon-Fri

3: EweMove data – a Yomdel client since 2014



## 3: Incredible return on investment

- The average return on investment for a Yomdel estate agent client is 2,000%<sup>1</sup>.
- Yomdel live chat delivers an average lead-to-conversion rate of 50%<sup>2</sup>.
- Your dedicated chat operators also handle customer service enquiries free of charge, allowing your in-house sales team to focus on driving new business.

## 4: Building rapport helps qualify leads quickly

- Carefully structured live chat engagement creates a credible, friendly and professional impression of the business online.
- Chats resulting in leads last an average of 13 minutes<sup>3</sup>. This demonstrates a high level of involvement and a real willingness to engage your services.
- Webforms provide you with minimal detail. Live chat in comparison delivers valuable insight and context into both the individual and their circumstances to make your conversation much easier.

### Sources

1. Average ROI across all Yomdel estate agent clients Jan-Jun 17
2. EweMove data – a Yomdel client since 2014
3. Average lead chat duration, Yomdel clients Jul 17-Apr 18



## 5: Your customers will simply love it

**Chat is the highest form of customer satisfaction a company can have on its website.**

**Diane Clarkson**  
Analyst at Forrester  
Research Inc

### What chat visitors say



**Great help! The agent is friendly and polite and knows how to provide accurate information about the services of the business.**



**Very prompt, efficient service with a friendly approach. Hope to be able to do further business with yourselves.**



# About Yomdel



Yomdel has won multiple awards and is the pioneer of 24/7 managed live chat services in the UK. Yomdel is especially experienced in the property market where we work with more than 2,000 estate agents.

Yomdel have captured information and generated business for us when other agents are sleeping. That's priceless!

**Greg Sloane**

*Branch Director, EweMove Shrewsbury*

For more information on how you can supercharge your website to increase your leads, please call the team or visit our website.

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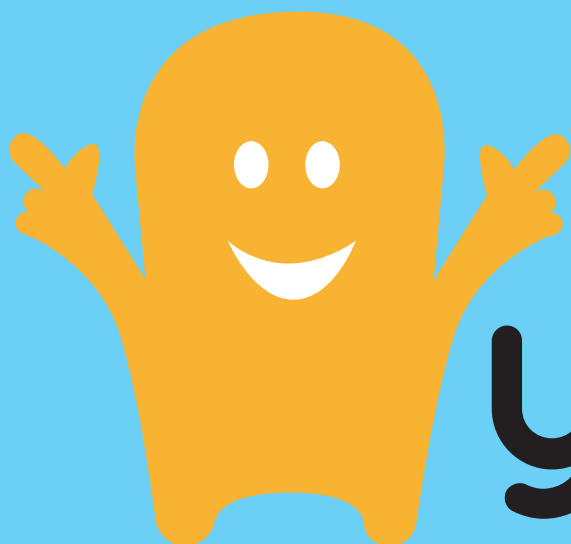
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