



SmartChat Success Story.

NVH generated 680+ additional leads in 2 months with SmartChat.

"I remember telling our account manager that I didn't want them to sell SmartChat to any hospitals because it's our golden nugget of the year.

In April and May, we received 680 leads from SmartChat, which has produced 736 patient episodes so far. SmartChat changed the game for our hospital."



Daniel Verster
BUSINESS DEVELOPMENT DIRECTOR

SmartChat Results

680+ Additional leads from SmartChat.	738+ Patient episodes from SC leads in 2 months.	Higher ROI Compared to other lead channels.
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About New Victoria Hospital.

New Victoria Hospital is a charity-owned private hospital in south west London. They are one of the few remaining independent hospitals in the country.

Serving local community and international patients since 1898, they are consistently ranked by patients as one of London's top private hospitals.





Business priorities and challenges faced.

As a small, standalone independent hospital, they lacked the financial resources of larger institutions.

Their consultants needed to keep their clinics busy, but finding innovative solutions was essential. The hospital launched a new website two years ago, sparking discussions about incorporating a chat facility.

However, concerns about staff workload remained. That's when Commversion stepped in, offering a game-changing solution: SmartChat. But first let's look at the unique hurdles New Victoria Hospital faced:

Generating high-quality online leads.

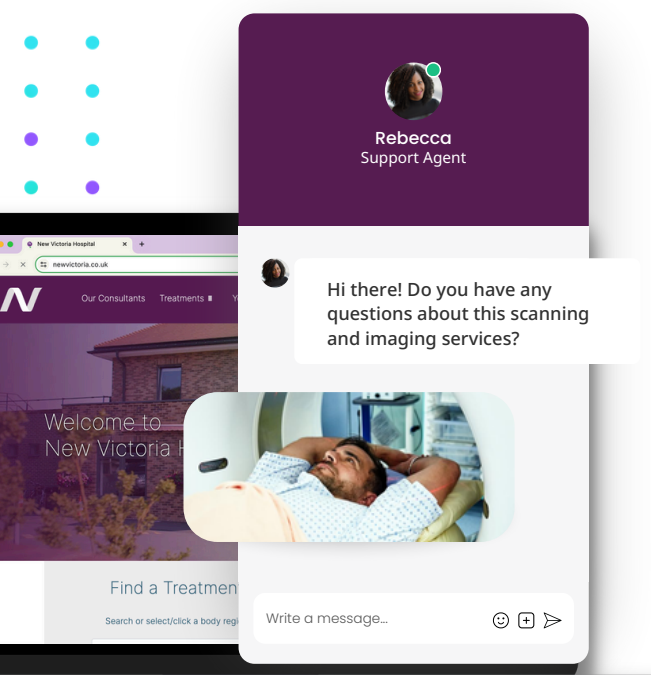
NVH needed to generate higher-quality leads from their website, resulting in bookings, rather than solely using the channel as a customer support center.

Reducing costs on patients acquisition.

NVH needed to reduce their CPA while attracting new patients. With limited resources, they sought innovative ways to maximise conversions without overspending.

Enhance patient engagement.

The hospital struggled with maintaining high levels of customer engagement using traditional communication methods, which were often time-consuming and ineffective.



NVH chooses SmartChat.

How it changed the game

Led by Marta's small, nimble team, New Victoria Hospital sought solutions to maximize their impact. SmartChat emerged as a game-changer, driven by their patient-centric approach.

This cutting-edge technology aligned with their philosophy and positioned them as pioneers in the UK healthcare sector.

Let's explore how SmartChat reshaped the hospital's way of engaging potential patients and set a new standard for excellence.



Targeted engagement

SmartChat's ability to target website visitors at the right time with the right message ensures potential patients are engaged with the information they need, reducing friction and improving the overall propensity to make a booking.



Human-Lead interactions

By combining data analysis with human-led interaction, SmartChat personalises every conversation while addressing the difficulty of capturing emotions and intent that most solutions would usually struggle with.



Building rapport & trust

SmartChat will handle basic inquiries and data gathering, ultimately freeing up their teams to dedicate time to building relationships and addressing complex patient questions that lead to additional episodes.

Let's look at what makes SmartChat different from other solutions.

SmartChat combines the power of data-driven technology with personalised live chat to significantly increase website conversion rates compared to generic live chat tools.

This fully managed solution provides high-quality, on-brand experiences for your customers. SmartChat is specifically configured and managed for each client, offering a "done-for-you" approach. It identifies, engages, qualifies, and converts high-value prospects who are likely to abandon your website without inquiring. The effortless integration with your existing website allows you to quickly improve key metrics without any upfront costs.



The Benefits.

The implementation of SmartChat generated more qualified leads, improved service efficiency, and significantly improved the overall patient experience.

Use this [link](#) to calculate the potential from your website traffic

Transform your traffic into very real, **revenue-generating opportunities.**

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