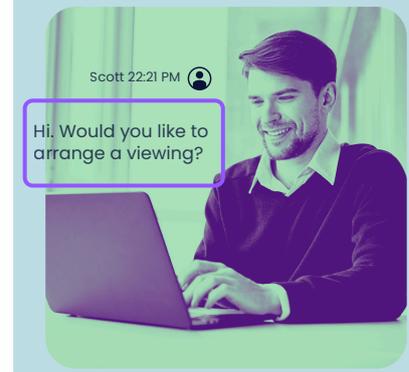


Avery Group drives up enquiries by 140% in under 7 Months.

How Avery Group partnered with CommVersion to implement a tailored 24/7 live chat solution, positively impacting their business alongside other lead generation efforts.



Results achieved with SmartChat.

60+

Additional leads generated every month.

20%

Site conversion rate increase in one month.

24/7

Human-led website visitor engagement.



Sadie Deveraux
MARKETING AND COMMUNICATIONS DIRECTOR

“SmartChat enquiries are unique because they convert much faster, which is a massive positive for us.

Initially, we were concerned that we might push leads we would have normally received into SmartChat. Instead, we discovered that the number of leads from our website increased significantly.”



Transforming retirement living with chat excellence.



Avery Group is a leading provider of residential, dementia, and nursing care homes, operating over 100 care homes and four retirement villages. They focus on high standards of living and resident well-being.

Avery Group uses live chat to enhance customer engagement, ensuring website visitors feel valued and heard while providing consistent and personalised support.



Life before SmartChat

Avery Group needed a best-in-class solution to generate more enquiries and drive revenue growth.



Avery, which manages over 100 care homes and 4 retirement villages, faced the challenge of high website traffic, often resulting in missed opportunities during off-hours.

Avery had an ambitious target to turn this around and drive up customer experience and enquiry rate, which led them to start looking for a best-in-class marketing solution to help them.

Life with SmartChat

SmartChat enquiries: Faster conversions, bigger wins for Avery.

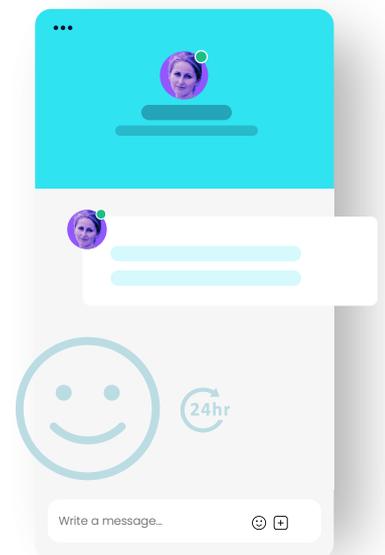


Avery made the bold decision to team up with CommVersion to tackle their challenges. Having worked with CommVersion before, Sandie, Avery's Director of Marketing and Communications, was already familiar with SmartChat's potential.

SmartChat provides a 24/7 live chat channel designed to support teams, boost website enquiries, and reduce the cost of acquiring high-quality leads.

What sets it apart is the combination of advanced technology and human agents trained specifically in the retirement industry—an aspect that particularly appealed to Avery.

Initially, they were concerned that leads from existing channels would be redirected to SmartChat. However, website enquiries and leads surged, quickly putting those fears to rest. Even better, SmartChat leads came through with rich context, significantly shortening the time to close deals and driving revenue growth.



Their website visitors had great things to say about their chat experience.



“Very pleasant to speak to and pointed me to the right direction. Found Lee very professional indeed I’d give 5 stars no problem!”

“Holly was quick to respond to my questions and put me in touch with the team I need to speak tovery good.”

“Very good questions and fast replies - extremely helpful - thank you”

“Quick and efficiently dealt with my enquiry.”

“Very helpful. I would like to have not been pressed for my phone number, at this stage. Even so, impressed with 24/7 cover on chat. Ten out of ten!”

SmartChat combines powerful smart-targeting technology and authentic human live chat to significantly **enhance website conversion rates and deliver a brand experience** that stands out from the crowd.

Take SmartChat for a spin!

Risk-free. Results guaranteed.

[Book A Demo](#)

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