

By choosing **human agents over bots**, we generate **300+ extra homebuyer leads monthly**.



Fairview[®]
NEW HOMES Ltd.



Results achieved from existing website traffic with SmartChat.

CPL

Reduced CPL with SmartChat's Pay-Per-Lead model.

300+

High-quality leads generated per month.

24/7

Human-led live chat for better on-site conversion.



Lucy Condon
SENIOR
MARKETING
MANAGER

“SmartChat has been a game-changer, bringing in over 300 extra high-quality website leads every month.

The human touch is unbeatable—bots simply can't compete with the results or the experience! I'd 100% recommend SmartChat to any business looking to optimise their website conversion rate.



Engaging homebuyers with **human agents, 24/7**.

Fairview Homes is a leading property developer in London and the Home Counties, specialising in residential properties.

To boost their lead generation, they partnered with Commversion to provide 24/7 human-led live chat.

This enables Fairview to engage with potential home buyers even after hours, ensuring they never miss a lead and always have meaningful conversations with high-quality prospects.

Life before SmartChat

We understood the importance of being available **when leads were ready to engage.**



Fairview Homes was looking to maximise its lead generation potential by engaging with potential buyers after hours. With the sales team operating from 9 to 5, they saw a clear opportunity to capture high-quality leads from potential homebuyers who browse and inquire outside of business hours. Fairview understood the importance of being available when visitors were ready to engage, but running an in-house solution wasn't logistically feasible.

While bots are often seen as a quick fix, Fairview knew that to truly connect with customers, they needed real, human interactions that could drive meaningful conversations and conversions. The team needed a solution that offered more than just automated responses—it had to provide personalised, trustworthy engagements that aligned with their brand values.

Life with SmartChat

Fairview now generates 300+ additional high-quality website leads monthly.



Fairview aimed to provide 24/7 support while maintaining high-quality customer engagement, leading them to SmartChat.

SmartChat's unique combination of smart targeting and human-led, round-the-clock support made it an ideal solution. Unlike bots, SmartChat offers real human interactions to build trust and deliver a personalised experience without the hassle of managing it in-house.

Since adopting SmartChat, Fairview has generated 300+ additional high-quality website leads each month, reduced cost per lead, and seen a significant ROI. Research shows humans deliver 5X better conversion rates than bots, and SmartChat empowered Fairview to leverage this advantage. It also helped them drive down cost-per-lead with its pay-per-lead model.

Fairview now offers continuous support and connects with homebuyers at every stage of their journey.

5x better website

conversion rates than traditional chatbot tools.

Their website visitors had great things to say about the SmartChat experience.



“Really impressed that a real human agent answered my questions so late in the evening.”

“Sam answered all my questions with care and connected me to the right person to assist further.”

“I was impressed with the prompt and personalised response I received. The agent truly went above and beyond.”

“Great experience—speaking to a human agent really helped me understand everything I needed to know about the home I was interested in.”

SmartChat combines powerful smart-targeting technology and authentic humans 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