

Cloudy2Clear tried SmartChat and increased website conversion rate by 40%



40%
Increase in website conversion rate.

560+
Extra high-quality leads generated per month.

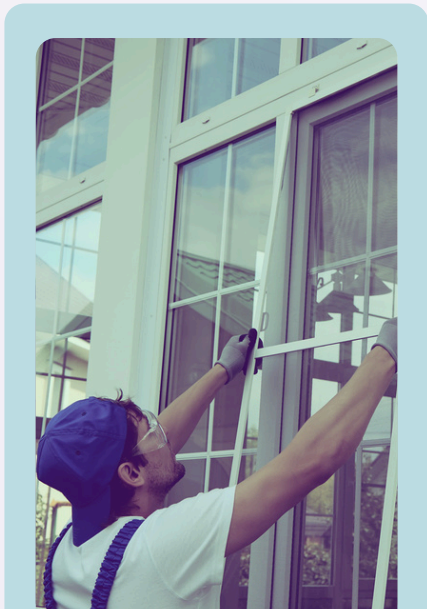
24/7
Human-led live chat for better on-site conversion.



Ian Greenhills
MARKETING MANAGER

“SmartChat brought the human touch our website was missing, delivering extraordinary results right from the initial trial.

The seamless integration with our systems and 24/7 availability ensured we never missed an opportunity. It has become an indispensable tool for building customer trust and driving measurable success.”

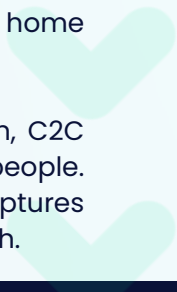


Redefining UX in window repair and replacement



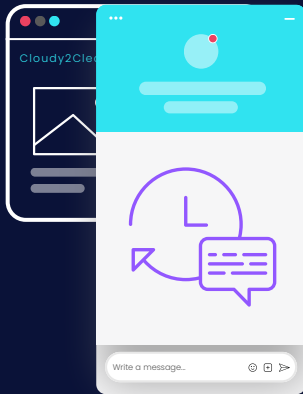
Cloudy2Clear, a specialist in double-glazing repair and replacement, has been helping homeowners save money since 2015 by replacing only the glass in window frames. This innovative approach has established them as a trusted partner for cost-effective, high-quality solutions in the home improvement industry.

To elevate customer engagement and lead generation, C2C adopted SmartChat, a 24/7 live chat powered by real people. With instant, personalised messages, it builds trust, captures high-quality leads, and drives consistent business growth.



Life before SmartChat

C2C aimed to unlock the full potential of its website to drive more high-quality leads.



As a trusted name in the home improvement industry, Cloudy2Clear wanted to maximise the potential of its website by creating more meaningful interactions with visitors. The goal was to capture high-quality leads and provide immediate, personalised engagement, especially for customers who preferred online communication over traditional methods.

Recognising the value of a human-led and personalised customer experience, Cloudy2Clear needed a solution that could complement their high standards of service while operating 24/7. Achieving this level of engagement, however, required a scalable and efficient approach.

Life with SmartChat

SmartChat is proven to outperform chatbots, delivering 5x higher website conversion rates.



When Cloudy2Clear wanted to elevate its lead generation and enhance customer engagement beyond traditional hours, they sought more than just an ordinary chat service. They needed a solution that would align with their commitment to high-quality service and strengthen trust with their clients.

SmartChat was the perfect fit. With its seamless integration and human-led, 24/7 support, SmartChat transformed how Cloudy2Clear interacted with website visitors. The results were remarkable—during the initial trial, Cloudy2Clear experienced a 40% increase in their conversion rate, translating to 560 net new, high-quality leads that would have otherwise been missed.

The consistent, real-time interaction enabled by SmartChat not only captured these leads but also fostered trust and engagement with potential customers, driving sustainable growth. SmartChat proved to be more than just a tool—it was an investment that reinforced Cloudy2Clear's reputation as a customer-centric leader in home improvement solutions.

5x better website

conversion rates than traditional chatbot tools.

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



“Susan was highly professional and promptly connected me with the right team member for further assistance.”

“Mark was professional, knowledgeable, and ensured I had all the details needed to move forward.”

“I was impressed by the thorough and thoughtful responses I received.”

“The late-night chat with a real human was a surprise. I never expected such exceptional service beyond regular business hours—it truly makes a difference.”

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