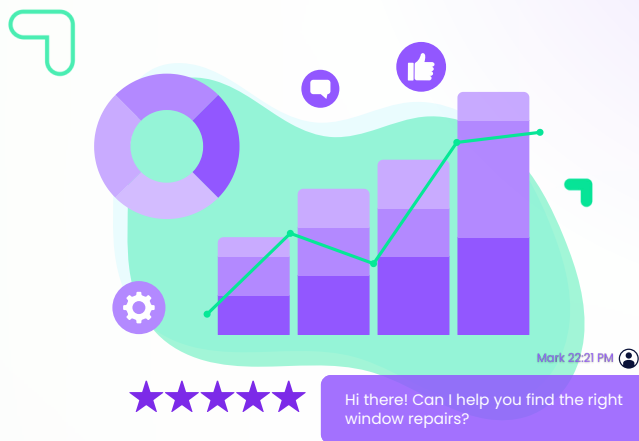


How Oaktree MH increased website conversions by 41%.

Discover how Oaktree Motorhomes switched to SmartChat and saw a major uplift in lead quality, outperforming their previous chat provider with smarter targeting and real-time phone connections.



41%
Increase in site conversion rate.

More efficient marketing spend

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

“What stood out with SmartChat was how seamlessly it blends technology and human expertise to engage visitors with the right message at the right time.

The agents truly understand what customers are looking for, and they speak in a tone that feels like us.

Compared to our previous provider, where chats felt impersonal and disconnected, this has been a huge step up in both customer experience and lead quality.”



Dave Morden
HEAD OF MARKETING



Confidence starts with the first click.



Oaktree Motorhomes, a seasoned name in the pre-owned motorhome market, has been helping UK travellers hit the road since the 1990s. With a family-run ethos grounded in trust and service, they've built a reputation for quality vehicles, honest advice, and lasting customer relationships.

To elevate lead quality and build buyer confidence, Oaktree implemented SmartChat. By engaging visitors with instant, personalised support, it increases trust, captures high-intent leads, and drives consistent sales growth.



Too many leads, too little quality

Why Oaktree needed a smarter chat experience

90%
unqualified leads

As a specialist in used motorhome sales, Oaktree Motorhomes needed to make every visitor interaction count. But their previous chat solution was creating more noise than value, delivering a high volume of low-quality leads that drained their sales team's time and resources.

More than 90% of chat leads were unqualified, and the pop-up triggered too aggressively, often appearing before visitors had a chance to browse. This not only interrupted the user experience but discouraged genuine prospects from engaging at all.

Oaktree needed a smarter, more polite way to connect — one that matched their high-touch service ethos while filtering out irrelevant inquiries and surfacing the right opportunities.

41% of engaged chats were seamlessly escalated into phone calls within second.



When Oaktree Motorhomes set out to improve lead quality and reduce friction in the online experience, they weren't looking for just another live chat provider, they needed a partner that understood the importance of timing, relevance, and real human conversation.

SmartChat delivered exactly that. By using SmartTargeting, chats were triggered only when visitors showed clear intent, eliminating the aggressive pop-ups and improving the overall UX. Combined with 24/7 human-led conversations, each chat was handled by trained agents who could filter out irrelevant inquiries and connect only qualified prospects to the sales team.

The introduction of InstantConnect further amplified results: 41% of engaged chats were seamlessly escalated into phone calls within seconds, allowing sales to follow up with warm leads while they were still browsing.

With SmartChat in place, Oaktree didn't just reduce wasted time, they unlocked better ROI from their marketing spend, empowered their team to focus on real buyers, and elevated the online experience for customers from the first click to the final call.

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



"The chat popped up just as I had a question. Spoke to someone right after, super smooth experience."

"Didn't feel pushy at all. Also got connected to the team over a call right away."

"I was impressed by the thorough and thoughtful responses I received."

"The chat popped up just as I had a question. Spoke to someone right after, super smooth experience."

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