

How Appeal Home Shading boosted after-hours enquiries & appointment rates

This case study shows how CommVersion's SmartChat delivered measurable uplift without increasing operational load."

36%

Chat-to-lead conversion at peak performance.

240+

Incremental leads generated per month from existing traffic.

24/7

AI + Human-led chat for improved conversion rate.



Richard Hussey
MARKETING DIRECTOR

“SmartChat has made a clear difference for us. We've seen a real uplift in out-of-hours enquiries, where we previously relied on a phone messaging service.

The quality has improved too, with chats delivering a near 50/50 split between brochure and appointment requests.

For a direct sales business, it shows how effective SmartChat is at engaging customers and turning interest into booked appointments.”

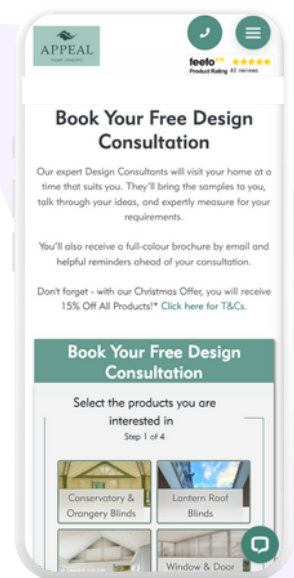
The challenge

Improving out-of-hours performance & increasing appointment-ready leads

Appeal Home Shading, a direct-to-consumer brand specialising in bespoke shading solutions, wanted to increase the volume of qualified enquiries from their website without adding operational strain.

With strong demand driven by TV and digital campaigns, many high-intent visitors were arriving outside office hours, but a telephone messaging service meant these enquiries often went unanswered.

In-house live chat showed promise, yet limited capacity prevented consistent coverage. Appeal needed a solution built for conversion, not just engagement, and one that could prove uplift quickly



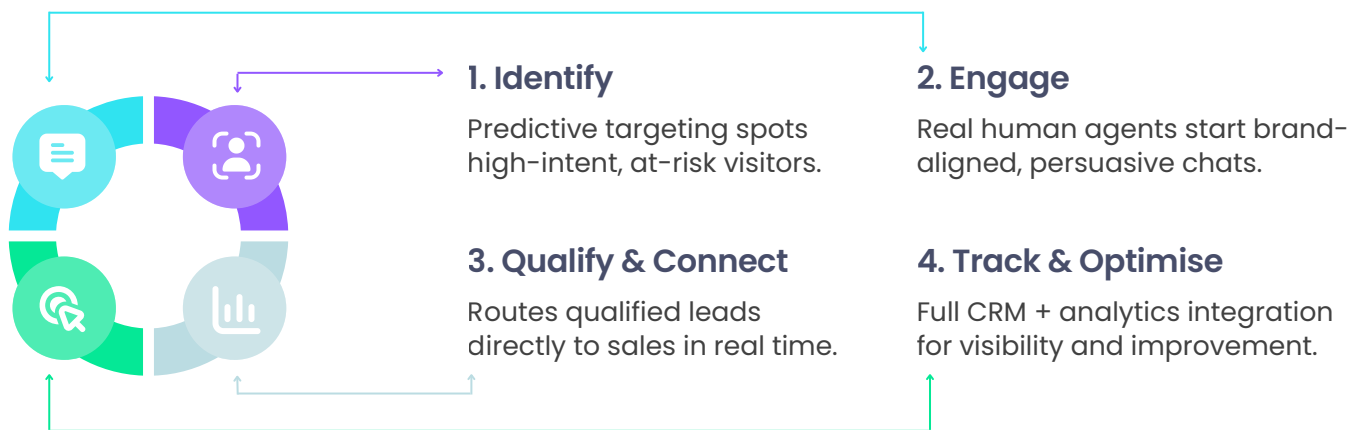
The SmartChat solution

Smart targeting + human persuasion

SmartChat combined SmartTargeting with human persuasion to convert more high-intent visitors.

At peak, SmartChat delivered a 36% chat-to-lead conversion rate, 248 leads per month, and a near 50/50 split between brochure and appointment requests. With Instant Connect securing appointments in real time, SmartChat strengthened out-of-hours capture and drove higher-value enquiries from existing traffic.

How **SmartChat** captured more high-value enquiries.



CommVersion's team managed everything, from configuration and conversation design to optimisation and daily QA. This meant Appeal Home Shading's marketing team could focus on their core campaigns while SmartChat worked in the background.

Why it worked for **Appeal Home Shading**

SmartChat succeeded because it:

- ✓ Targeted only those most likely to leave without enquiring, avoiding disruption to genuine booking journeys.
- ✓ Delivered a fully managed, brand-safe experience with zero internal resourcing.
- ✓ Generated genuinely incremental leads that matched the quality of other enquiry channels.

SmartChat is used by regional specialists as well as national powerhouses, including a number of top brands both inside and outside the travel industry.

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