

Panache Cruises' blueprint for driving incremental bookings from existing web traffic

Luxury cruise retailer Panache Cruises transformed its website into a powerful revenue channel by implementing CommVersion's SmartChat. Within weeks, the team saw a major uplift in conversions, higher-quality leads, and reclaimed valuable sales time - all without increasing spend.

31%

Increase in overall website conversion rate.

15% vs 5%

3 times higher lead-to-booking conversion.

111+

Incremental qualified leads per month.


Alex Langton

SALES & OPERATIONS DIRECTOR

“SmartChat has been brilliant for us. Not just in getting more leads, but in getting better ones.

We've seen uplift across every stage of our sales funnel: more enquiries, higher conversion, and stronger bookings. It's freed up our sales team, improved our ROI, and turned chat from an admin task into a true revenue driver.”

The challenge

Turning low-yield chat into a real sales driver.

Before SmartChat, Panache Cruises relied on an in-house web chat that required active sales staff to handle every message. Conversion rates were low - only 5% of chat leads turned into bookings, and valuable time was being spent managing unqualified conversations instead of closing sales.

With a growing brand and rising traffic, the team needed a way to:



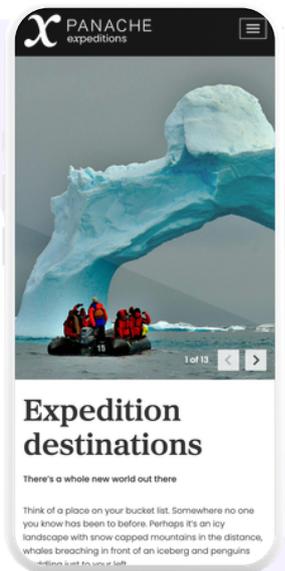
Increase chat-to-booking conversion without adding headcount.



Reduce time spent on low-value enquiries.



Turn website into a measurable, ROI-positive channel.



The SmartChat solution

Smart targeting + human persuasion

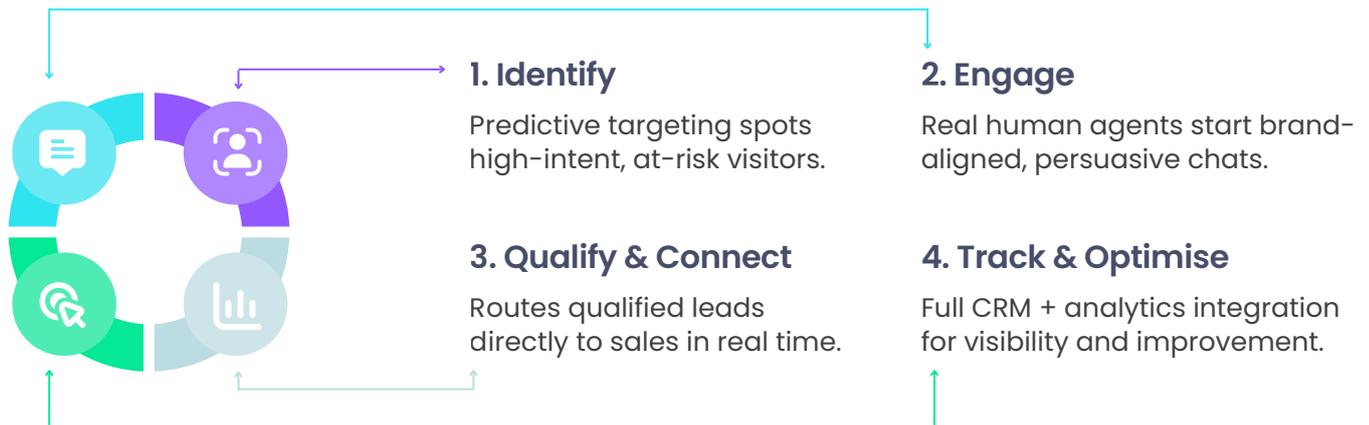


SmartChat combined AI precision with real human engagement.

Using smart predictive behavioural targeting, it identified when high-intent visitors were about to leave without enquiring. Trained human agents, supported by AI, stepped in with brand-aligned conversations – converting at up to five times the rate of chatbots.

Managed end to end by Commversion, SmartChat delivered a 31% uplift in website conversion, 111 incremental leads per month, and 3× higher lead-to-booking conversion – all 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 Panache's marketing team could focus on their core campaigns while SmartChat worked in the background.

Why it worked for **Panache Cruises**

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.

AUDLEY

THE THINKING TRAVELLER

Destinology

Scott Dunn
Travel that takes you further

AMBASSADOR

Crest
NICHOLSON

CALA

98% of businesses that trial SmartChat become long-term customers.

[Find out if you qualify](#)