

# Fischer Homes increased website conversions by 27% in less than 14 days

Fischer Homes, one of the Midwest's largest private homebuilders, partnered with SmartChat to improve online lead capture, extend after-hours coverage, and support their busy OSC team. Already using HubSpot in-house, they wanted to see whether SmartChat could drive more incremental, qualified leads without increasing ad spend or adding operational load.

**27%**

Increase in website conversion rate.

**200+**

Incremental qualified inquiries each month.

**10×**

Lower cost per incremental lead vs other channels.



*Ally Price*

MARKETING TECHNOLOGIST

“SmartChat has been a real step forward for us. Not just in increasing lead volume, but in improving lead quality.

We've seen uplift across every part of our funnel: more inquiries, higher intent, and stronger handoffs into our CRM. It's reduced the load on our OSC team, improved conversion efficiency, and turned chat into a dependable source of qualified demand.”

## The challenge

### Turning high traffic into qualified inquiries

Before SmartChat, Fischer Homes relied on HubSpot's in-house chat to handle inbound conversations. Engagement was steady, but conversion was limited, and high-intent buyers often slipped through after hours. Their Online Sales Counselors were stretched across weekdays, weekends, and late evenings, spending time chasing low-quality chats instead of focusing on serious buyers.

With strong traffic volumes and growing demand, the team needed a way to:



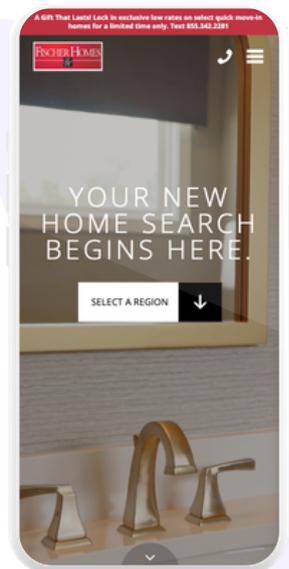
Capture and qualify more inquiries from existing website visitors.



Extend coverage into evenings and weekends without increasing OSC workload.



Improve conversion efficiency beyond what HubSpot chat could deliver.



# The SmartChat solution

## SmartTargeting + 24/7 human coverage



SmartChat combined predictive AI targeting with trained human agents to capture more qualified homebuyers from Fischer Homes' existing traffic.

Using behavioral intent signals, SmartChat identified when visitors were likely to leave without inquiring and engaged them at the right moment. Human agents, equipped with AI Assist for brand-safe accuracy, qualified prospects and passed only high-intent inquiries into HubSpot for follow-up.

Fully managed by CommVersion, SmartChat delivered a 27% uplift in website conversion, 205 incremental inquiries each month, and over 1,500 chats handled, saving the OSC team more than 190 hours while outperforming the in-house HubSpot chat system.

## How SmartChat captured more qualified homebuyer inquiries.



*CommVersion's team handled everything - from setup and HubSpot integration to optimisation and daily QA. This allowed Fischer Homes' OSC and marketing teams to stay focused on priority buyers while SmartChat captured demand in the background.*

## Why it worked for Fischer Homes

SmartChat succeeded because it:

- Engaged only high-intent visitors at the right moment, increasing inquiries without disrupting genuine buying journeys.
- Provided 24/7 coverage, delivering a brand-safe experience that reduced pressure on the OSC team with no added internal workload.
- Outperformed in-house HubSpot chat, generating incremental, better-qualified leads that converted more efficiently across divisions.



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



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

[Find out if you qualify](#)