

## CASE STUDY

Nicole Dundas  
Director of Lead Generation  
Windemere Services Company



# Driving Qualified Leads With ReadyChat



*"ReadyChat has been instrumental in our growth. They send us qualified leads we can filter to our agents quickly and immediately start addressing the consumer's needs."*

## CHALLENGE

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Windemere has over 300 offices and more than 6000 agents primarily on the West Coast. The fast-growing company has recently been focusing on generating leads on windemere.com to support its offices and agents. "We do a good job responding to consumer inquiries on our site, but we are always looking for ways to increase leads and assignment rates for agents. We were also looking for a more proactive way to reach out to consumers and offer agent connections." says Nicole.

## SOLUTION

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"ReadyChat starts a conversation and warms leads up quickly. ReadyChat's proactive chat feature engages with consumers who might not have been willing to provide contact information on a form. So we are seeing more qualified leads that we can pass on to our agents." says Nicole. "They stand out from our other lead generation tools because they provide us with a chat transcript. We find that many consumers are willing to open up in a chat. Agents are provided a detailed conversation written in the customer's voice which tells them how interested the consumer is from the start."

## RESULTS

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ReadyChat produces 24 percent of program leads generated by Windemere.com. "ReadyChat leads perform better than our regular leads. They integrate with our call center seamlessly, they're super knowledgeable about our business, and they offer suggestions and advice that continue to optimize our experience. We're very happy with them," says Nicole.