

CASE STUDY

Stephanie Cuva
Director of Relocation
Berkshire Hathaway HomeServices Blake, REALTORS



A New Bar for Customer Support



"We work hard to offer exceptional customer service and ReadyChat has helped us achieve that. We get all the information we need in a timely manner while offering 24/7 service. I would be happy if everything came through chat."

CHALLENGES

With over 300 agents and eight offices Berkshire Hathaway is focused on efficiency. "Most brokerages don't have a full-time customer service team, but it's important for us to be available to our customers," says Stephanie. In her office, there's a team that fields calls during the day but many customers would call in saying, "I'm sitting in front of the blue house." Berkshire Hathaway HomeServices Blake, Realtors covers eight counties and often the phone calls while pleasant didn't achieve the end goal of gathering the customer's information and passing them on to the agent. The conversational nature of their phone calls made it difficult to get information promptly. "The number of phone calls and emails we receive fluctuates over time, but online traffic is consistently up," says Stephanie.

RESULTS

"One of the main competitors in our area was using chat. We did some research online looking for a solution that would allow us to offer 24/7 service, we saw cheaper solutions and received referrals from other Berkshire Hathaway offices, but we liked that you guys are located in the US and Canada. It was important to us to hire someone who is close to home," says Stephanie. "ReadyChat is a more direct way of doing business. Customers reach out with the understanding that they have to provide us with adequate information, so we can answer their question," says Stephanie. People like being able to use mobile to reach out. Stephanie found that people would get home and want to chat. "Being available 24/7 is a huge benefit to our customers. Our traffic spikes around 9 pm. I think people like having the ability to chat us and keep their anonymity when initially asking questions," says Stephanie.

BOTTOM LINE

"I had lower expectations initially. I honestly thought people might just reach out to complain, but that's not what happened. A lot of our customers get home, get online and have questions. We're now available when we typically weren't before," says Stephanie. In just three months chat represented 7.7% of all the leads received. "It's great to see it gaining traction. I think people like being able to use mobile to contact us. We've set up appointments from leads and added to our drip campaigns to build lasting relationships with those customers," says Stephanie.