



Kroftman Structures  
doubles number of  
quote requests with  
LiveChat Pro



LiveChat Pro





In an extensive briefing,croftman first provided the necessary knowledge and technical product information. As a question requires deeper technical knowledge, then LiveChat Pro passes this question directly on tocroftman. Once the question has been processed, LiveChat Pro adds it to the knowledge base. This is how the knowledge base becomes increasingly extensive and the corresponding chat service further fine-tuned.

In addition to the testing ofcroftman and technical knowledge,croftman had another, third, reason for the pilot. How do we know if live chats give us enough qualitative leads, says Witjes. To keep the costs under control during the pilot, we set a maximum of 100 leads per month. That seemed an ambitious goal, but LiveChat Pro soon gained more than 100 leads per month before the trial period even ended.

### More qualitative leads

Whencroftman asked about the conversion rate, he noted that the conversion rate is not only dependent on the number of leads, but also on the quality of the leads. The goal was to achieve a conversion rate of 10% with 100 leads per month. This seemed ambitious, but LiveChat Pro soon exceeded this goal. The conversion rate was 15% after only two months. This shows that LiveChat Pro is not only a cost-effective way to generate leads, but also a way to generate high-quality leads. The reason for this is that LiveChat Pro allows for a more targeted approach to lead generation. By using LiveChat Pro,croftman was able to identify potential customers who were more likely to convert. This was achieved through a combination of targeted marketing and the use of LiveChat Pro. The result was a significant increase in the number of qualified leads generated. This increase in leads led to a significant increase in sales. The conversion rate was 15% after only two months. This shows that LiveChat Pro is not only a cost-effective way to generate leads, but also a way to generate high-quality leads. The reason for this is that LiveChat Pro allows for a more targeted approach to lead generation. By using LiveChat Pro,croftman was able to identify potential customers who were more likely to convert. This was achieved through a combination of targeted marketing and the use of LiveChat Pro. The result was a significant increase in the number of qualified leads generated. This increase in leads led to a significant increase in sales.

### Managed Live Chat

Managed Live Chat provides time savings for our sales team. It allows sales representatives to focus on high-value activities while LiveChat Pro handles routine inquiries. This results in faster response times and improved customer satisfaction. The system is easy to use and integrates seamlessly with existing CRM and marketing automation tools. This makes it a valuable tool for any sales team looking to optimize their lead generation process.

*“Managed Live Chat provides time savings for our sales team”*

also applies to the non-qualitative leads. Even if the customer doesn't ask in this case for a standard product, but for a custom product, sales employees are also not continually interrupted by phone calls. High-quality leads are more time-consuming than processing leads via live chats. Visitors often prefer user-friendly contact via LiveChat Pro instead of phoning. Using the data from LiveChat Pro, you can send new leads to

croftman within five minutes after the chat has ended. If a sales employee is ready to follow up on leads, then there are usually already three or four ready for you. This is a significant advantage of live chats. The main advantage of live chats is that they offer customers a friendly service in the future. We will most certainly offer live chats on our new website as well. LiveChat Pro has more than 100 employees in terms of operations, sales, and customer satisfaction. This is a significant advantage of LiveChat Pro. It allows sales representatives to focus on high-value activities while LiveChat Pro handles routine inquiries. This results in faster response times and improved customer satisfaction. The system is easy to use and integrates seamlessly with existing CRM and marketing automation tools. This makes it a valuable tool for any sales team looking to optimize their lead generation process.



**LiveChat Pro**

## About LiveChat Pro

LiveChat Pro is part of the Digital Customer Care Company. Within this organisation LiveChat Pro offers a managed chat service for high-traffic websites (3,000 monthly website visitors or more).

Under the parent company are three more digital customer service specialists:

**Webcare Pro:** customer service via social media.

**Cheapchats:** customer service via live chat for small sites.

**Chatbot Pro:** automated chat for the automotive industry.

[www.livechatpro.co.uk](http://www.livechatpro.co.uk)

## CUSTOMER CASE



### Challenge

Kroftman wanted to increase the number of sales leads from website visits without having to spend a lot of time and money.

### Solution

With Managed Live Chat, LiveChat Pro takes over from Kroftman everything that is involved with live chat: chats, technical issues, expansion of the knowledge base, structuring, the provision of lead information, and reporting.

### Advantages

The number of quote requests has more than doubled and the number of leads from live chats continue to increase. Along with this, the sales team saves time by receiving complete, qualitative leads.