

United Methodist Communities (UMC), a client since 2016, is a leading provider of elder care services across New Jersey.

QualifiedChat analyzed 12 months of UMC’s Live Chat data to find actionable insights and help refine their online marketing efforts.

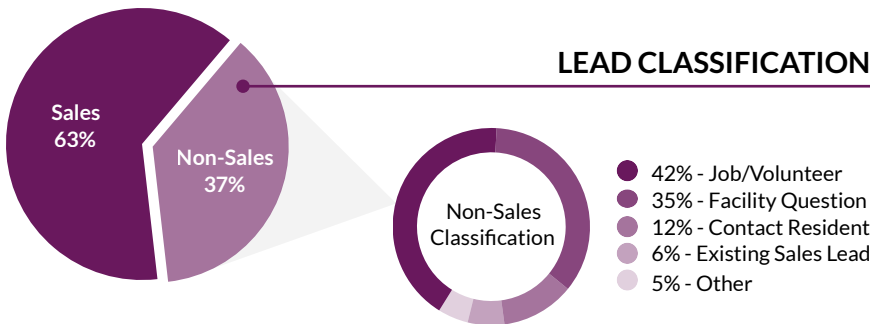
INSIGHT & RECOMMENDATIONS

INSIGHT: QualifiedChat confirmed that 46% of sales leads were sent outside of regular work hours. Our live agents engaged visitors with chat before they have a chance to leave the website.



INSIGHT: QualifiedChat handled 194 hours of live chat over the 12-month period. Of this, 89 hours were outside of regular office hours, allowing UMC to increase staffing without increasing staff.

RECOMMENDATION: 80% of the live chat leads received by UMC were from a family member, rather than a person looking for services themselves. QualifiedChat recommended updating marketing messages to reflect this.



RECOMMENDATION: 37% of live chat leads handled by QualifiedChat were classified as “non-sales”, and sent at no charge. For these, QualifiedChat recommended having FAQ links in the chat script to aid visitor flow.



Client:
 United Methodist Communities

Industry:
Elder Care/Senior Living

Location:
New Jersey

Staff:
1,000+

QualifiedChat Benefits:
 24/7 Live Chat Agents
 Aid Customer Acquisition
 Service Existing Residents

“QualifiedChat is an integral part of our business strategy. It allows website visitors to easily connect with us, and delivers a better overall experience.”

One benefit really stands out – QualifiedChat handles inquiries 24/7, providing excellent customer service even when our offices are closed.”

– Roberta K. Voloshin
 Corporate Director of
 Marketing & Communications
 United Methodist Communities