

PROMPTING PROSPECTS TO TAKE THE NEXT STEP

CASE STUDY: EXPONENTIAL INCREASE IN ENGAGEMENT & CONVERSIONS

PROBLEM

Shim & Chang, a Honolulu-based personal injury law firm, has been in business since 1966. The firm has always embraced technology and has utilized everything from yellow pages advertising to TV ads to blogging to grow its practice.

Whatever the medium, the end goal is to incite action by the consumers — they need to call or email to hire the firm — and therein lies the challenge. What could the firm do better to reach that end goal?

SOLUTION

Martindale-Hubbell had recently refreshed the firm's website. The new site emphasized the depth and breadth of the firm's experience while simultaneously sporting a fresh, clean look. As the site was launched, the firm was asked if they wanted to add Ngage Live Chat as well. "We were told that live chat pushes people to action," said Harvey Demetrakopoulos, a firm partner. "Someone might just be browsing or educating themselves but when the chat box appears they engage." The firm decided to give it a try.

RESULTS

Ngage Live Chat definitely increased engagement and conversion. The firm added Ngage to its site in February 2016. Within the first three months, they had a 292% increase in nontelephonic leads — an incremental increase of 51 leads. "It meshes well with our site," said Demetrakopoulos. "People are looking for someone to help them, and we are talking to people who might not otherwise have talked to us."

The firm also appreciates the screening value; the chat scripts are emailed to its paralegals and to the partners. The firm can quickly review the chats to see if it's work they even do. "It gives us the basics right off the bat. If it's something we do, we engage in a conversation; if not, we let them know."

The ultimate proof of Ngage's effectiveness, however, comes from the consumer feedback the firm is receiving. "Somebody indicated what made them call was when live chat popped up," noted Demetrakopoulos. "He said it's neat that he could talk with someone right then and there."

THE NUMBERS

Within the first three months, Shim & Chang had a 292% increase in online (nontelephonic) leads as a direct result of adding Ngage Live Chat.

During the three months prior to adding Ngage (Nov 5 to Feb 5), Shim & Chang's website had 888 users and 14 contact forms were generated. Ngage was then added to Shim & Chang's site on Feb 5, 2016.

In analyzing the three months after that (Feb 5 to May 5), Shim & Chang's site had a 36% improvement in traffic: 1206 users. During this timeframe, contact forms increased from 14 to 33. To be clear, Ngage did nothing to drive these additional visitors to the website. However, the live chat feature did help convert more of those visitors once they were on the site; Ngage generated 32 additional chat leads during this timeframe, for a total of 65 leads over the three months.

This equates to an incremental increase of 51 leads (292%) as a result of adding the live chat feature. The traffic did improve by 36%, but it was clear that Ngage was successfully converting visitors who would have otherwise never contacted the firm.

