

ENTICING PROSPECTS TO ENGAGE

CASE STUDY: TRIPLING THE FIRM'S WEBSITE LEADS

THE PROBLEM

Jeff Field and Associates is a bankruptcy law firm in Scottdale, Georgia. Jeff had recently refreshed his website and wanted to make it more than just images and text — he was looking for something to encourage consumers to take the next step and contact the firm.

In addition to its main office in Scottdale, the firm has five branch offices throughout north Georgia, and was looking for a way to attract the right leads. “When people call in to the office, they might be calling from outside our geographic area,” said Field. “The majority of the people know that our area of practice is bankruptcy and are contacting us for just that reason, but they don’t take the time to see where we are located.” The firm needed a better way to weed out those who weren’t paying attention. They also wanted to make sure they had coverage from 8:00 a.m. to 8:00 p.m., the time when the majority of prospects contact the firm.

SOLUTION

The firm had tried live chat in the past, staffing it with someone in the office. They found this approach challenging to manage because they couldn’t always answer the chat within five seconds and were missing some potential clients. They also found some visitors would just “drop off” halfway through the chat. When Ngage Live Chat came to the firm’s attention, they found the company’s 24/7 approach of using a dedicated operator specifically trained at conversion intriguing. They decided to give it a try.

The addition of Ngage to the firm’s website took five days. It required little effort on the firm’s part; the Ngage team generated a chat code specifically for the site and updated the chat operators with all the firm details. To personalize the chat experience, the firm included an image of Field in the chat window and used the invitation-chat message that they found to be the most effective: “Hi, you may just be browsing but we’re available to answer your questions.”

RESULTS

Ngage “engages the person and lets them know that there’s someone they can reach out to and get some basic information immediately regardless of the time of day,” said Field. “I’ve been extremely happy with the quality of the conversation taking place between the lead and the Ngage operator. The quality of the leads is very good too.”

The firm added Ngage to its site in February 2016. Within the first three months, they had a 227% increase in nontelephonic leads — an incremental increase of 150 leads. Field shares an anecdote about a chat lead he received on a Saturday night that he contacted and converted into a case — a client he might otherwise never have engaged.

“You still have to be good on the follow through,” notes Field. “You want someone to respond very quickly. “Ngage and the chat service have a conversation that is very professional, courteous, engaging, but you still need to have good follow through once the chat conversation ends to turn that prospect into a client.”

