

A CASE STUDY WITH LCS



# Making All the Right Moves



Examining how LCS improved their community website experiences while growing their lead conversion rates through their partnership with Further.

FURTHER.

A conversational AI company  
[talkfurther.com](https://talkfurther.com)

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**MAKING  
ALL THE  
RIGHT  
MOVES**

FURTHER.





3 FURTHER.

# Experience is Everything



Like so many senior living professionals, Amy Elliott spent much of her time in late 2020 focusing on how her communities could improve their digital touchpoints.

As the world was forced to embrace new ways of working digitally (thanks to the global pandemic), communities had to suddenly evolve how they provided impactful services to their prospective residents.

This placed an even greater level of importance on the ability of a community website to provide an experience that was both efficient and helpful in answering the questions prospects have as they're beginning their search for senior care.

As a Digital Marketing Manager, Amy was a key member in considering the best tools LCS could deploy to help address this challenge.



**This is when Amy got in touch with us.**

# Drivers of Change



As Amy and the team at LCS began their search for digital experience improvements there were two variables that drove their decision making.

## EXPERIENCE

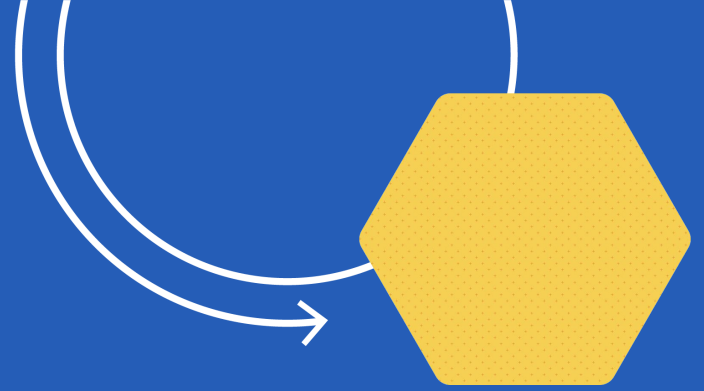
First and foremost, solutions they selected needed to help them improve the experience community sites offered to prospective residents.

## RESULTS

But ultimately, they were seeking a solution that would return strong business results, including:

1. Fueling pipeline of leads + promoting speed to lead
2. Delivering important insights to support sales/marketing





“So, what made your team choose chat as the answer to **improve experience** and **drive results**?”





# Choosing to Chat



## EVALUATION CRITERIA

“Chat has become a common tool website visitors have come to expect. But too often we saw solutions that relied on people responding, were slow, or didn’t provide any specific information. To help guide our search our team created a list of questions we used to evaluate vendors”

1. Is it easy to interact with?
2. What features do you need?
  - a. Live answering vs bot?
  - b. Ability to show pricing/customize?
  - c. Schedule a tour? Integrate with your calendars?
3. How quickly does my team get the lead and how?
  - a. CRM integrations
  - b. Texting capabilities
  - c. Email alerts
4. What does the tool help automate?
  - a. For the user
  - b. For our teams

# Choosing to Chat



## EVALUATION CRITERIA

“We also looked to industry benchmarks offer validation that chat would help us improve our speed to lead abilities. These statistics were important in our decision making and in helping us garner support as we rolled the solution out to the communities.”

**37%**

OF ALL BUSINESSES RESPOND  
WITHIN AN HOUR

**50%**

OF LEADS GO WITH THE  
BUSINESS THAT RESPONDS  
FIRST

**30**

THE CRUCIAL TIME TO CONNECT  
FOR FIRST CONVERSATION IS  
WITHIN THE FIRST 30 MINUTES  
OF ENGAGEMENT

**5=21X**

EVEN BETTER, CALLING  
WITHIN 5 MINUTES IS 21x MORE  
EFFECTIVE THAN IN THE FIRST  
30 MINUTES



# Choosing to Chat

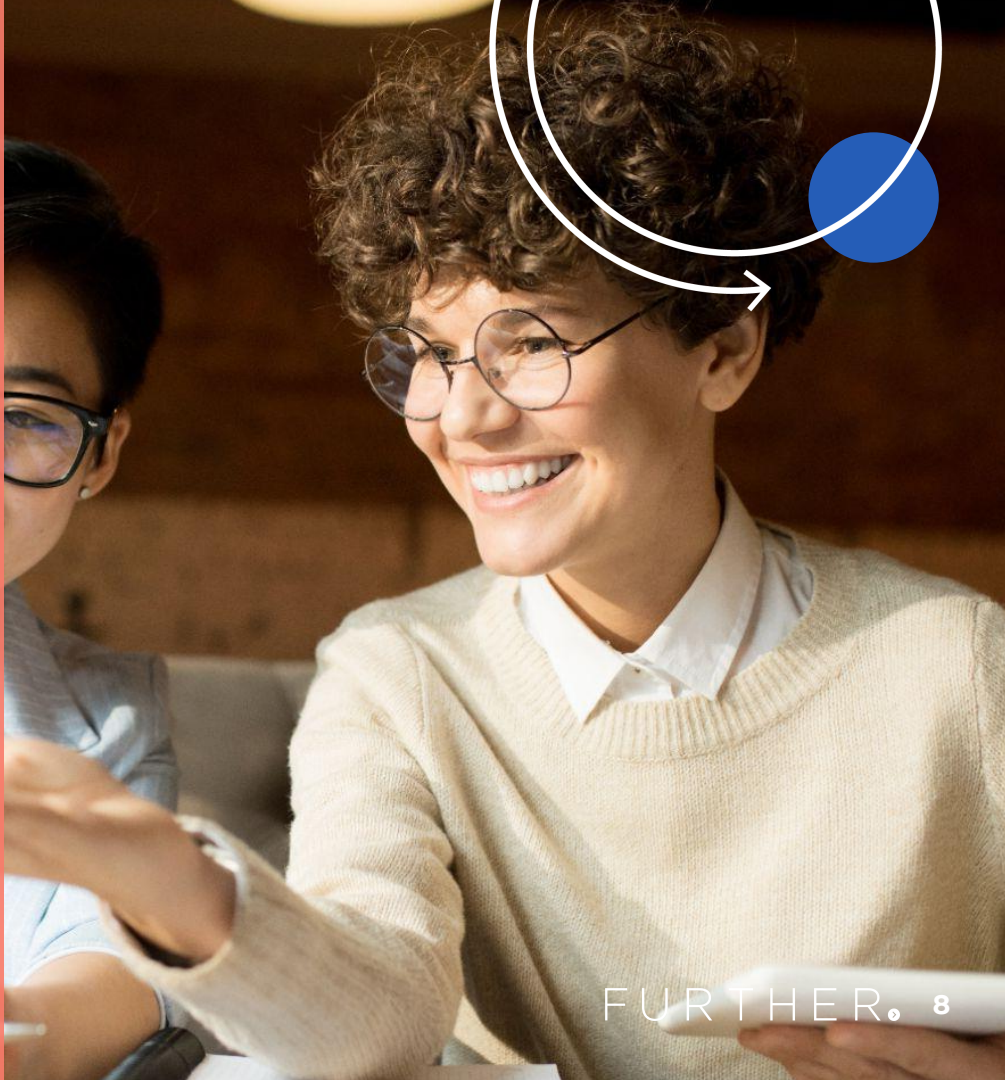


## EXCEEDING EXPECTATIONS

“What we particularly liked about FURTHER was that they not only expanded our after-hours coverage, but also gave our visitors the answers they were seeking quickly. Knowing the VSA was built for the needs of senior living helped us feel confident in the experience our communities would be able to offer to prospective residents.

But perhaps the biggest reason we partnered with FURTHER and deployed chat was the opportunity to fuel our pipeline and gain valuable insights.

With the VSA in place we could learn more about our customer, understand what was important to them, use all this data to drive marketing decisions.”







# Choosing to Chat



## **Better Understanding = Better Decisions**

The data the VSA gathered gave us more information about our prospective residents:

- What are they looking for?
- Are they looking for themselves?
- Are they looking for a loved one?
- What's their timeline?
- What are their care level needs?

The VSA also generates insights into what's important to our prospective residents:

- What do they interact with in the chat?
- What questions do they ask?

Data like this can drive marketing decisions, additions to your website, etc.



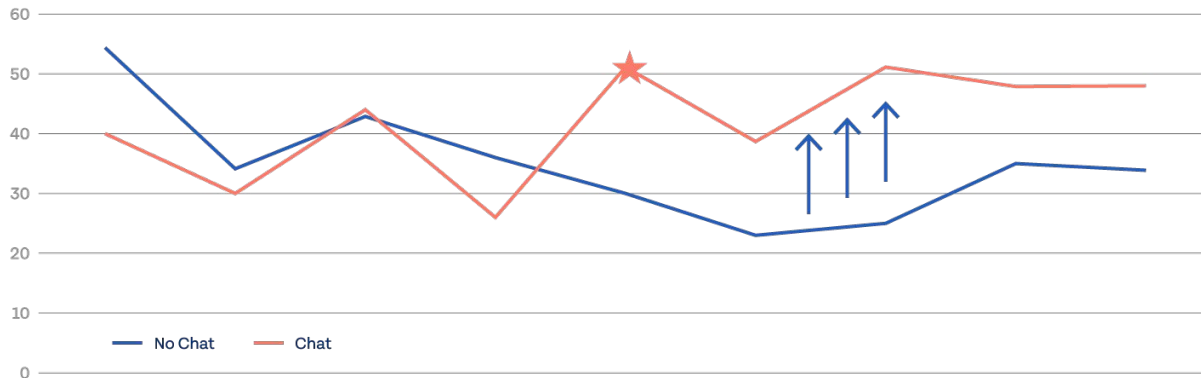
“What kind of **results** do you see?”



# REAL RESULTS ● ● ●

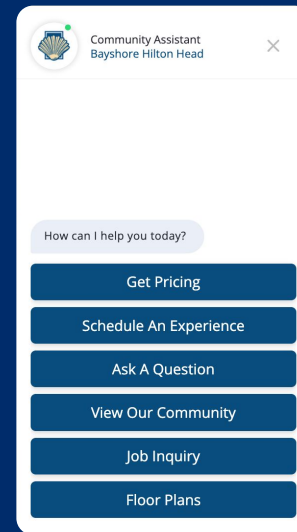
## PROVEN TO WORK

Chat Implemented



Side-by-side data comparison showed the effectiveness of the Further chat solution in communities compared to those without chat.

Further showed an immediate and sustained impact in digital lead volume.



## FUELING THE PIPELINE

# 82%

**INCREASE IN CONVERSION RATE  
QUARTER OVER QUARTER AFTER  
DEPLOYING THE FURTHER VSA**



# Key Takeaways



- 1** Focus on your prospect experience and prioritize generating speed to lead as a key component
- 2** Engage your web traffic with the Further VSA
- 3** Leverage the data + insights gathered to make improved decisions

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