



## See how Knockbot boosted Griffis Residential with a 45% increase in leads

### Overview

As a multifamily real estate investment company with nearly 8,000 apartment homes across the Western United States, Griffis Residential is no newbie when it comes to seizing leads, converting leases, and closing deals.

Yet despite continuous year-over-year growth, their leadership team still spotted plenty of room for improvement. The main pinpoint they sought to perfect: an online chat feature that simply wasn't cutting it.

### Approach

"We were using a third-party chat function on our website, explains Jennifer Chestnutt, Director of Digital Marketing. "We were finding that rather than streamlining or simplifying our processes, this chat function was just compounding the workload for our teams." Jen adds, "Really, it was just another way to get a guest card."

But searching for a chat-centric solution—like one built into an overall CRM—that wouldn't create more work for their maxed-out leasing teams proved easier than expected. "We implemented Knock, and were really excited about their chatbot feature," states Jennifer. "With Knockbot,

there are super useful prompts—questions that act as a kind of FAQ for users." She continues, "We found that these prompts were exactly what people were looking for. Not only that, users discovered the ease of the chatbot, and began asking more questions, engaging with the tool even further."

### Results

But as any successful real estate company knows, it's the numbers that do the talking. So when Jennifer and team took to the books to compare the data behind the streamlined, success of Knockbot, they were thrilled at what they found. "We compared the data of Q1 2018 with Q1 2019, and saw that not only was there a huge increase in leads, but a huge increase in the amount of converted leads as well."

"Keep in mind," Jennifer adds, "There are people using Knockbot and not actually putting a guest card in. There are plenty of users that our team is interacting with as well." She continues, "We really love that marry of technology—that Knockbot and our teams are able to collaboratively interface with our customers."

### Conclusion

With Knock's full-stack CRM analytics to back their day-to-day actions, Jennifer was able to present their findings to the Griffis' leadership team and board members. The overall consensus: A resounding agreement that they were doing the right thing. "Some people are really nervous about using a bot," Jennifer states. "That it removes an organization's personal touch and feel." She adds, "At Griffis we found that it doesn't. Our customers really like it."



increase in leads



as many leads that came in through Knockbot



increase in converted leases

**"...we absolutely evaluated all of the other tools that were out there, and Knock checked all of the boxes."**

— Jennifer Chestnutt, Director of Digital Marketing  
Griffis Residential

