

“Chat IQ does all the upfront work of qualifying prospects, then passes on the best leads to us. Our leasing teams love it.”



ANNE BAUM

Director of Marketing
Towne Properties



Multifamily | 15,000 + units

Towneproperties.com

Chat IQ transformed operations & revolutionized staff roles



Streamlined communications

18,000+

CONVERSATIONS AUTOMATED



Enhanced customer service

3,798 hrs

COMBINED HOURS SAVED



Increased conversions

63%

TOUR-TO-APPLICATIONS

Within a three-month period

THE CHALLENGE

Towne Properties received many leads online after business hours, but it was more than their staff could efficiently manage. They also wanted to spend less time answering common property questions and more time engaging in meaningful interactions.

THE SOLUTION

Chat IQ helped Towne Properties answer prospect questions and qualify leads, which increased their conversion rate. It also handled resident questions, giving leasing teams more time for quality, face-to-face customer service.

Real client, real results

By handling prospect and resident communications across various channels, **Chat IQ** improved Towne Properties' marketing ROI, customer engagement and job functions.



18,000+
CONVERSATIONS HANDLED

Chat IQ seamlessly addressed questions about availability, floor plans, maintenance and beyond, answering 47% of prospect leads after hours. And with the newfound visibility, they achieved an impressive 55% increase in lead-to-show conversions and a 63% boost in tour-to-application conversions.

3,798+
COMBINED HOURS SAVED

By handling initial inquiries, Chat IQ simplified workflows by delivering only the best leads to site teams. This way, agents only stepped in when a prospect was serious about leasing at one of their communities. The additional time available allowed staff to focus on providing a personalized customer experience.

“Not all chats become prospects, which is a good thing. Our teams immediately noticed the value of **Chat IQ** when it filtered and delivered the most promising leads.”

ANNE BAUM
Director of Marketing
Towne Properties

See how it works



yardi.com/leasing-success | sales@yardi.com or (800) 866-1144

