

Comm100 Live Chat Helps Obelisk Increase Sales by 12 Percent in Two Weeks

Obelisk specialises in property investment in emerging markets. Awarded 'International Property Specialist 2008' by Business Britain magazine, Obelisk has become a reference point within the property investment industry. Recent projects offered by Obelisk include luxury beachfront apartments and bungalows in northeast Brazil and the agricultural land in Ukraine.

Through a combination of close attention to investors' requirements and high quality in-house market research and analysis, Obelisk offers security, profitability and diversity to its clients.

The Challenge

Like many companies specialising in overseas property investment, Obelisk is highly dependent on doing business via the internet and telephone. Presentation and marketing of projects are carried out through email blasts and telemarketing, which means that high-speed and efficient online communications are essential.

Obelisk staff needs live chat software on their website to engage and help customers and prospects in real time.



Headquarters

Marbella, Spain

<http://www.obeliskinvestmentproperty.com>

Industry

Overseas Property Investment

Comm100 Customer

Since 2009

Need

Live Chat software

The Solution

Comm100 Live Chat



In addition, clients need to provide their contact details, so that Obelisk can offer them investment opportunities. While many investors are happy to give their email and/or telephone number, others are more reticent.

"The majority of investors have no problem about giving us their details and we have a large database," explains Alison Kane, Marketing Manager, "but we needed to find a way of engaging with clients without them having to provide personal data."

🌐 The Solution

Comm100 Live Chat allows Obelisk staff to chat with customers or prospects in real time, so that they can answer questions and queries instantly. More importantly, live chat is totally anonymous and a client can chat safe in the knowledge that their contact details are not revealed to Obelisk. Through the live chat facility, clients can also download Obelisk's brochures and guides.

"Comm100 Live Chat has made a real difference to our sales strategy," comments Alison, "and for some clients, the no obligation aspect of Comm100 Live Chat has taken away the sales pressure."

"We looked into various other offerings and Comm100 Live Chat was definitely the best option for us," adds Wayne Johnson, IT Manager. Wayne has found Comm100 customer services extremely helpful with the setting up process. "Comm100 Live Chat was easy to get up and running," explains Wayne, "and more importantly for the members of our staff who are not so IT-confident, it's easy to work with."

🌐 The Benefits

The high-speed response and the knowledge that you are chatting to an expert has led to a marked increase in Obelisk sales. **"During the first fortnight after we implemented Comm100 Live Chat, our sales increased by 12 percent,"** Alison says.

"Comm100 Live Chat has been a huge success for our company," says Alison, "Its benefits have been two-fold: we offer clients the option of anonymity with no obligation and we're also providing a service where we can respond instantly. Clients no longer have to wait to be put through on the phone or for an email reply. It has certainly made us much more responsive and I think our clients like that."

● About Comm100

Comm100 provides open source and free hosted customer service and communication software for small and medium businesses. Comm100 focuses on developing and managing fully integrated customer support solutions to enable businesses to communicate with their customers more effectively through multiple communication channels, including live chat, forum, newsletter, knowledge base, email case management and ticketing system.

