



CASE STUDY

GRAFFITI DIGITAL



Boosted Engagement

Consistent real-time engagement



Quicker Response Times

Quicker response to customer queries



Greater Conversions

Increased lead-to-quote conversions

BUSINESS CONTEXT

Need:

Customers needed quick responses to product and service queries during business hours.

Aim:

Improve customer service responsiveness and lead conversion through digital channels.

EngagePro Solution:

Equipped 9 sales agents with EngagePro to chat live with customers and guide them through sales or quoting processes.

BUSINESS IMPACT

Graffiti streamlined their customer service workflow, reducing turnaround time for sales enquiries. This created a smoother customer experience, reduced bounce rates, and increased sales team productivity through focused online engagement.

Unseen Visitors, Missed Opportunities

