

# See how Verse helped qualify 33% more leads for Movoto

this is  
Sean



Sean is looking for a new home

Movoto is striving to be the most trusted platform for buying and selling real estate with confidence. Their end-to-end AI-enabled real estate platform connects customers with top-producing agents, while providing the tools necessary for all home buying and selling needs.

## CHALLENGE

Movoto's customer base was increasing, but they were facing challenges to connect and qualify them at scale. Customers wanted to connect outside of business hours but weren't getting a response until the next business day. Additionally, the cost of screening a customer, along with managing and operating their own call center was becoming too expensive.

## SOLUTION

Through a combination of human conversation and innovative technology, Verse.io provided Movoto with 24/7 coverage, instant customer response time, and a modern solution to their call center needs. With Verse.io, Movoto was able to efficiently achieve customer connections, faster screenings, and conversational engagement that was affordable, scalable, and integrated seamlessly with their processes and CRM.

## Verse quickly connects Sean with Movoto to help find his next home

Hi Sean, this is Alex with Movoto.com. We just received your inquiry online. We specialize in helping buyers find their ideal property. Would you prefer to chat via text message or should I give you a quick call so that I can assist you?

DAY 1

OUTBOUND CALL - 2X X MISSED

Texting is good.

Great! I'm happy to help with your home search. Have you had the chance to tour any homes with an agent yet?

Not yet. I'm looking to relocate around June, so I figured I'll start reaching out now. Is that good?

Sounds good! What is the price range you're looking to stay around?

\$200,000. 2 or 3 bedroom. Finished basement.

Great. What general location are you interested in?

I'm looking at a few areas, because I want to be able to commute to New York City. Maybe you can offer your expertise? :-)

I am not an agent myself. Were there any areas you were considering?

Is there a more convenient time to talk?

DAY 2

Still interested?

OUTBOUND CALL X MISSED

OUTBOUND EMAIL X MISSED

Morning! Not sure if I've mentioned this before. Our team has access to all properties on the market. Are you interested in being sent other comparable listings?

Yes you can. Thank you.

Sounds good! What areas are you interested in?

Anything close to train stations or downtown Maryland. Thanks.

Great, I have all of the information I need and I will have one of our team members reach out to you as soon as possible to assist you. If there is a better time to reach you, please let me know. I hope you have a great rest of your day!

Thanks. Contact me at 7pm my time.

APPOINTMENT SET ✓ QUALIFIED

## RESULTS

Verse.io helped Movoto improve efficiency and ROI by boosting qualification rates by 33% and lowering the cost of screening customers by 38%, allowing Movoto to focus on what they do best: being the most trusted platform for buying and selling real estate with confidence.

 Verse has had a tremendous impact on our business - not only have they helped qualify **33% more customers**, but they lowered screening costs by **38%**



- Imtiaz Haque  
Movoto CEO

33%  
BOOST IN  
QUALIFICATION  
RATE

38%  
LOWER  
SCREENING COST



# CONVERSATIONS THAT DRIVE CUSTOMER SUCCESS

Engage, qualify and convert your prospects with conversations powered by our unique blend of people and smart technology.

-  Instant 24/7 response
-  Appointment booking
-  CRM integrations
-  Custom scripts
-  Real-time insights

For more info on how it works, visit  
[verse.io/how-it-works](https://www.verse.io/how-it-works)

101 W Broadway #200  
San Diego, CA 92101

(844) 372-3014

