



**LIVE CHAT vs. INSTANT MESSAGING:  
GETTING HOMEOWNERS QUICK  
ANSWERS**  
with **Aaron Weiche, CEO/Co-founder,**  
**Leadferno**

Peter Troast, Founder & CEO

Energy Circle Webinar Series

*September 8, 2021*

# Recent & Upcoming Webinars

~~Aug. 18 - Revisiting Ventilation Demand as Fall Approaches~~

~~Aug. 25 - Don't Wait Til Year End: Maximize Your Co-op Dollars Now~~

**Sept. 8** - Live Chat vs Instant Messaging: Homeowner's Want Quick Answers; with Aaron Weiche, CEO/Co-founder, Leadferno

**Sept. 22** - The Ever Evolving Landscape of IAQ Monitoring Devices

**Sept. 29** - Efficiency, Solar and the Infrastructure Bill—What's the Latest?

**Oct. 6** - Heat Pumps: The Importance of Marketing Rebates and Incentives

**Oct. 20** - Unconventional Social Media Tactics to Grow Your Business

**Oct. 27** - Recruiting Success Stories from Contractors in the Field



# What We'll Discuss

**What is the current state of homeowner to contractor contact channels?**

**Where are things headed?**

**What are consumer expectations around live chat versus text messaging?**

**What are the pros and cons of each?**

**What are the implications for staffing?**



# Welcome Aaron Weiche!



**Co-founder/CEO, Leadferno**

**Former CEO, GatherUp**

**Long Time Local Business  
Marketing Expert**



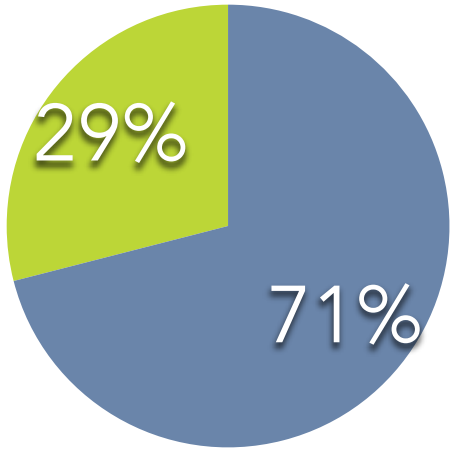
# Evolving Contact Channels

- 1. Lead Form**
- 2. Phone Call**
3. Live Chat on Website
4. Text Message
5. Message from Google My Business
6. Message from Facebook Messenger
7. Quote Request from GMB
8. Bid Request from Aggregator

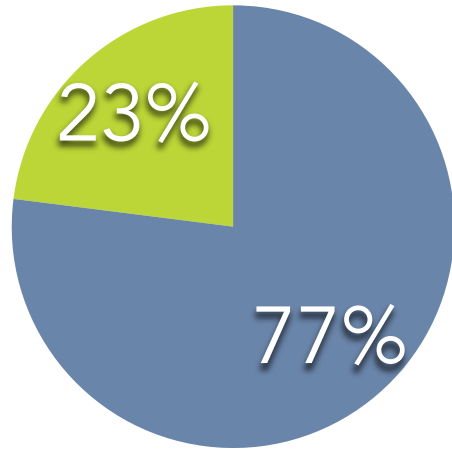


# The Decline of Web Forms Over Time

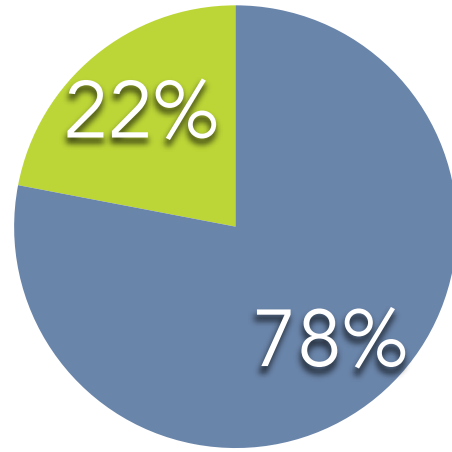
## Web Forms vs Phone/Chat/Message



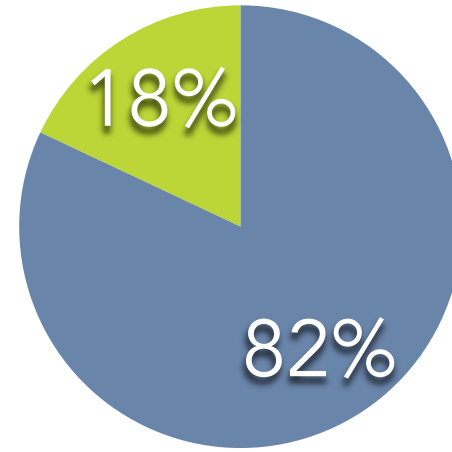
**2017**



**2018**



**2019**



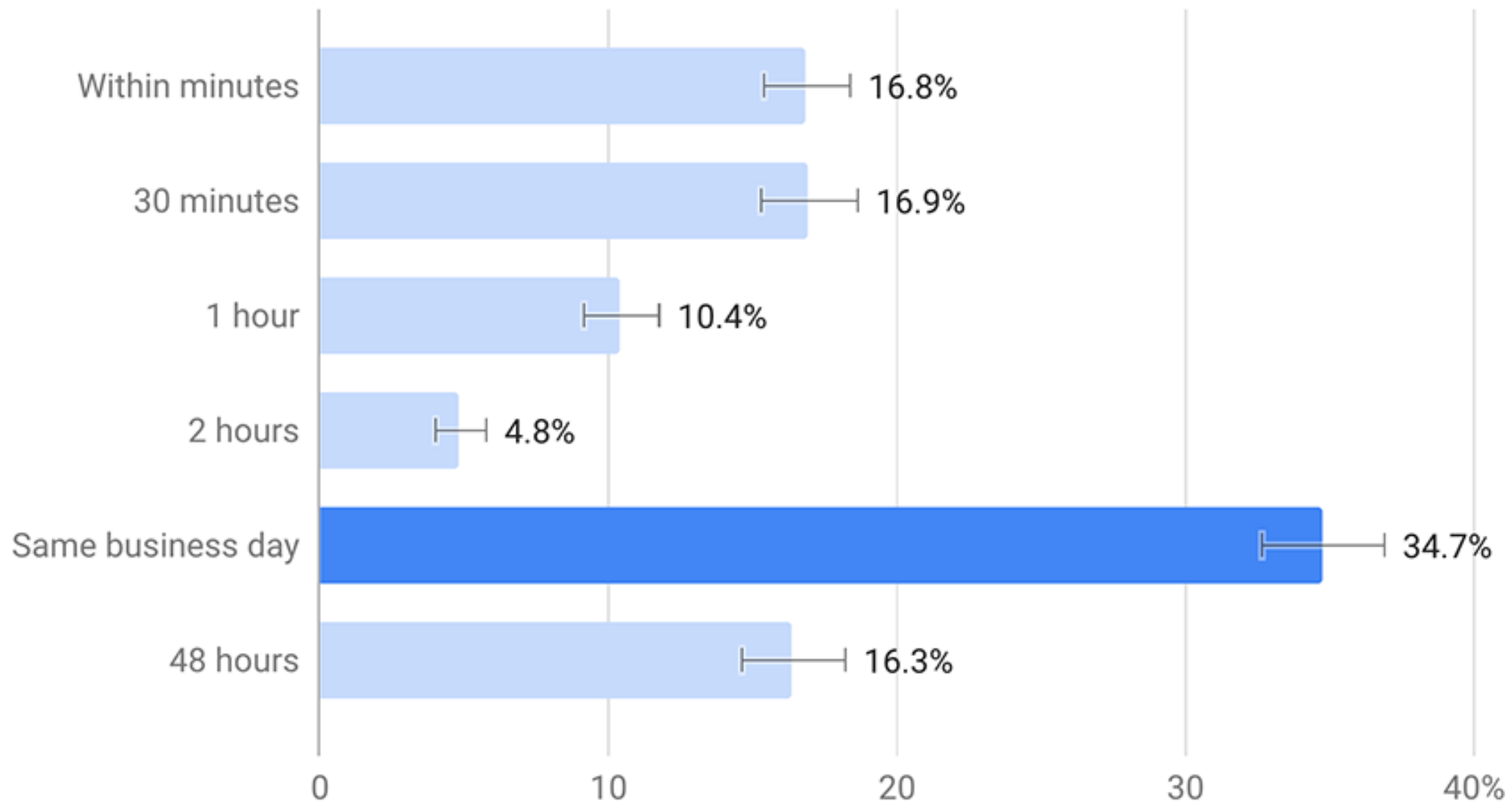
**2020**

~135 Energy Circle Websites



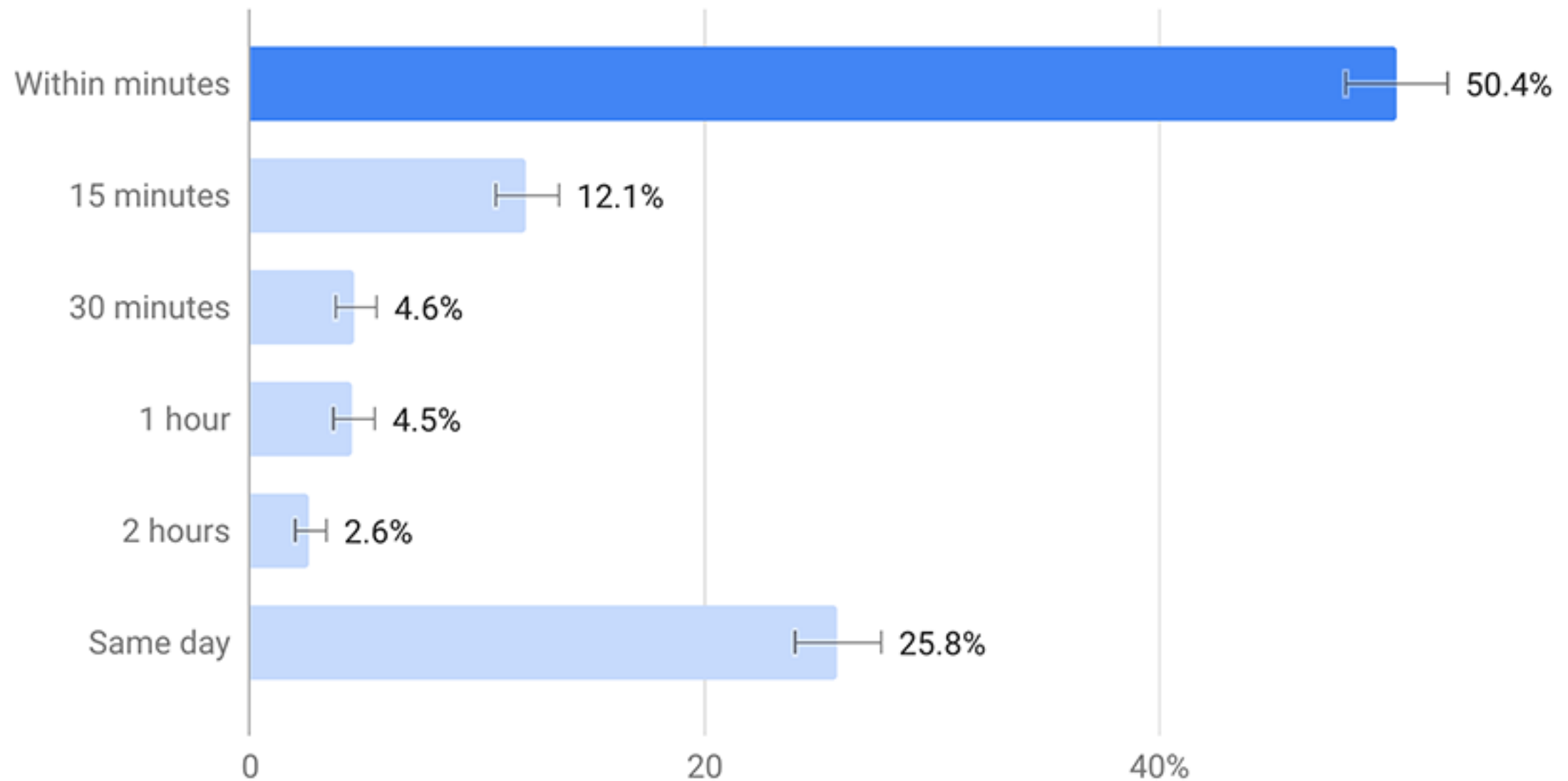
# Leadferno Survey

When **texting with a business**, how long is acceptable for the business to reply?




# Leadferno Survey


When **using live chat with a business**, how long is acceptable for the business to reply?





# Leadferno Survey

 **Let's Chat!** ×

Our agents are currently unavailable. 

Please leave your message below, and we'll get back to you as soon as we can.


# Leadferno Survey

When clicking on a LIVE CHAT button and it shows it's currently offline do you:

