

Bloomfield Homes improved website conversion performance by 400%+ after switching from a prior AI chat solution

BuilderChat helped Bloomfield Homes launch faster, improve lead quality, and recover more buyer demand without months of setup or constant manual oversight.

400%+

More Conversions

2

Meetings to Launch

A

Performance Grade

The problem

Bloomfield Homes had already invested in an AI chat solution, but the experience created more drag than value. The prior platform required more than six months of meetings, manual setup, and ongoing tweaks, yet still failed to use Bloomfield's data effectively and produced little to no measurable conversion impact.

What changed with BuilderChat

BuilderChat replaced that experience with a faster, lower-lift rollout and stronger operational performance. In two meetings, BuilderChat handled implementation, launched an optimized web chat experience, and improved Bloomfield's web chat performance from an "F" to an "A." Bloomfield also reported a significant lift in website conversions and positive feedback from sales on lead quality.

Why it mattered

For Bloomfield Homes, the change was not just about replacing software. It was about reducing lead leakage, improving conversion performance, and giving the team a more scalable way to engage buyers online.

- More buyer conversations converted into qualified next steps
- Less internal time spent on manual setup and oversight
- Better use of builder data in live conversations
- Stronger confidence in lead quality coming from web chat

What Bloomfield said

On launch speed and implementation

"Our previous platform took over six months of meetings, manual setup, endless tweaks, and it still didn't use the data we gave them. With BuilderChat, it was the complete opposite. We met twice, they handled everything, and our web chat went from an 'F' to an 'A.'"

On conversion and lead quality

"Our last 'A' solution wasn't really AI, it couldn't deliver on its promises and produced zero conversions. BuilderChat delivered on everything they said and more. Since launching BuilderChat, we've seen a significant lift in website conversions, and our sales team loves the quality of leads coming in."

Before vs. after

Before BuilderChat

- 6+ months of implementation meetings
- Manual setup and ongoing tweaks
- Poor use of builder data
- Little to no measurable conversion impact
- Web chat performance: "F"
- Weak confidence in lead quality

After BuilderChat

- Live in 2 meetings
- Faster, lower-lift launch
- Better use of existing data
- 400%+ more conversions
- Web chat performance: "A"
- Sales team responded positively to lead quality

✔ See where buyer demand may be leaking on your website

[Get a Visibility Snapshot](#) to identify where response gaps, after-hours demand, and conversion leakage may be costing qualified conversations.

No meeting required. Optional 15-minute review.