



**Twenty**  
**Convey**  
Part of the TwentyCi Group

# How Talbots Law strengthened their customer loyalty with TwentyConvey Alerts

**CASE STUDY**



## KEY SOURCE OF LEAD GENERATION & ENHANCING CLIENT RELATIONSHIPS.

We worked with Talbots Law to provide them with a key source of lead generation and help them enhance their client relationships.

To achieve this, we recommended our ConveyAlerts tool, which notifies the firm when their former clients have listed their house and are back on the market.

Chatting with Adam Howell, Senior Associate & New Business Team Manager at Talbots Law, we find out the firm's thoughts on the service.

To maximise the benefits of our tool and achieve their aim, the firm would reach out to former clients who were back on the market via an introductory email and a follow-up call. The Alerts allowed the firm to further strengthen its client loyalty by presenting the opportunity for them to offer a 10% discount exclusively to clients who instruct via Alerts.

Thanks to its ease of use and the proactive approach it enabled, the team was enthusiastic about implementing this lead generation method.

## FACILITATING COMPANY INITIATIVE:

The proactive strategy also means they use it as part of their legally prepared initiative to improve transaction timescales. The early engagement from home movers aims to help reduce transaction times by 2-3 weeks.

To extend the service, Talbots Law has taken advantage of our training services with Clare Yates to coach their sales teams on how to integrate Alerts into their strategy and how the firm can strengthen client relationships.

“The training was extremely helpful, almost like a reset for our whole team. It fundamentally changed the way we approach client re-engagement.”

**EXCEPTIONAL ROI:**  
**The cost of an Alert**  
**is less than 1% of the**  
**typical fees generated**  
**on a successful instruction**

To measure the success of our offering, the firm reported that they were delighted with both the level of service provided by our team and the exceptional ROI result the alerts achieved.

Talbots reported that they measure the cost of an Alert as less than 1% of the typical fees generated on a successful instruction.

Due to their satisfaction with the platform being so strong, they looked ahead and expanded the use of the service by rolling Alerts out across additional firms they have acquired, embedding it firmly as a core component of their lead-generation strategy and confirmed they intend to continue using Convey Alerts, citing the consistently strong growth in instruction rates.

We've watched Talbot's market share (in the postcode regions they operate in) grow from 30.89% in June 2024 to 39.53% in June 2025.

**"We see a steady stream of high-quality instructions coming through as a direct result of Convey Alerts.**

**We begin with a warm re-introduction via email and then follow up with a call. Our clients appreciate the proactive approach."**

