

A HIGHLY CUSTOMIZED REAL ESTATE MANAGEMENT SOLUTION



The client is a renowned name in India as a well-respected Real Estate organization with massive clientele. The client was in need of an industry specific enterprise application that can handle end to end process of property administration in line with customer management and flawless internal communication. Industry related Legal Compliance Management was also supposed to be governed through the same application.

CHALLENGES

Challenges

- ✓ The client did not have any effective data management system to store and process the huge database of buyers, sellers as well as of properties.
- ✓ Manual entries of enormous properties to popular real estate web portals were already the tedious task. Keeping the sync between their own database and other properties displayed on web portals was even more challenging.
- ✓ Mapping of property details with each customer's specific requirement and sharing the relevant information through email communication was an exhausting process.
- ✓ Tracking of team performance was difficult as they didn't have the effective call tracking and recording features in place. Average time taken to attend to each opportunity varied a lot due to these factors.
- ✓ Due to this unmanaged, tedious process they faced many unattended follow-ups and missed opportunities.

SOLUTION

A customized CRM Solution was deployed to address the pain points of the existing system.

The system was designed by adding multiple features, with primary focus to efficiently use man hours.



Every Sales Activity in one place, making it easier for the salesperson to track every lead and convert opportunities into sales.

Time Saving Features like Auto-Import Leads, QuickAssign, StaffMobile App with Real Time updates, Property Categorization.

Recorded Telephonic communications to track progress and assist in Followup calls.

Inbound IVR Module, to answer every possible inbound-leads and focus on improving the conversion rate.

Business

IMPACT

Business Impact



Extremely user friendly nature of the application made the roll out a very easy process for the client's staff. The overall human resource productivity increased up to 70%.



Reduction in missed opportunities resulted in direct financial benefits. Results were visible immediately, as the Client achieved a quarterly revenue growth of 20%.

Tools

TECHNOLOGIES

Tools & Technologies



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LET'S TALK



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