

Estate

A leading Real Estate Developer in the in the commercial, retail and residential verticals.

Having developed over two million square feet of space across verticals we have in-depth project execution experience and know how.

Value Creation Modules

Sales Cycle Management

Manage the complete Sales and lifecycle right from lead generation for both B2C and B2B Customers

Account Management

Managing End Customer, Channel Partners, Account 360 view, customer engagement

Opportunity Management

Complete sales cycle having multiple stages followed within, till the sales is booked

Performance Tracking

Metric-based tracking of Sales team Target versus Achievement.

Analytics

Key reports & dashboards for visibility, both for leadership as well as sales team

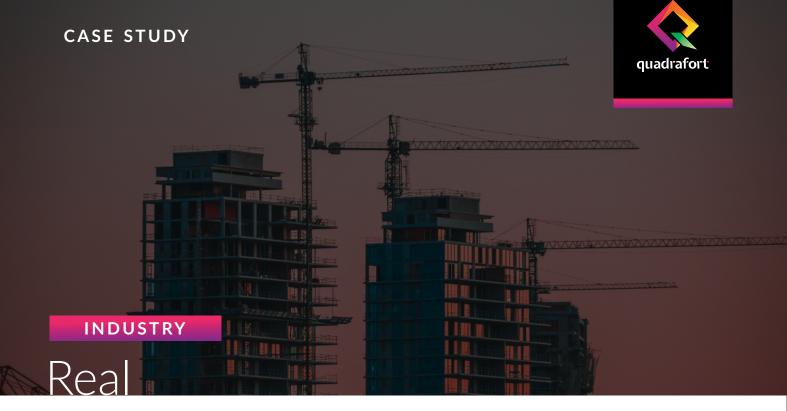
Personas



- Sales Team
- Leadership Team

Products & Technologies Used





Estate



CHALLENGES

- Unified database of all leads and accounts.
- Wasting of engagement effort on duplicate customer accounts and contacts.
- Response time to manage the enquiries was a challenge.
- Keep track of customer financial requirement.
- Analysis of ROI on marketing campaigns leading to unnecessary expenses.
- Lack of dashboard to keep track of open and converted clients
- Dis integrated systems leading to operational in efficiencies.

- Unified view of customers at every stage of
- Single platform to capture lead from multiple channels.
- Assigning customers within team and reassigning as per the availability.
- Event basis notification to improve customer experience.
- Capturing client requirement to club and assign to specialised team.
- Targeted marketing activities basis past RIO analysis.
- Predictive analytics and reporting using Salesforce Einstein features.



SOLUTION



- Unified view of customer captured from multiple sources.
- Streamlined SPANCO process with higher conversion rate.
- Unified view of customer with all the transactions at one place.
- Efficient customer onboarding process reducing the lead time.
- Reduction in Average handling time and increased customer satisfaction.
- Better control over business by virtue of real time reports and dashboards for business owners.

BENEFITS









