

### INDUSTRY

# Real 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



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### 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 sales.
- 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



### BENEFITS

- 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.