

INDUSTRY

Construction & Building Material

An Indian real estate development company established in 1986 and headquartered in New Delhi, India. The firm is a real estate company that was recognized by Forbes as Asia's 200 Best Under A Billion in 2010 and 2011

Value Creation Modules

Sales Cycle Management

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

Lead Management

Managing leads being captured via automation from multiple sources i.e., website & real estate listing platforms

Integrations

From real estate listing platforms (Magic bricks, 99 Acres, Housing.com) to manage customer and prospects

Case Management

Enabling end customers to raise complaints and track their statuses

Performance Tracking

Metric-based tracking of Sales team Target versus Achievement.

Intelligent Reporting

and MIS for all personas and business stakeholders

Channel Partner Management

Managing various broker partners in helping their sales operations

Personas



- Sales Team
- Service Team
- Leadership Team

Products & Technologies Used



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CHALLENGES

- No view of customer unified data across different business vertical.
- Duplicity of customer accounts and contacts causing manual errors
- Very high Turn Around Time for customer enquires hampering customer delight.
- Unorganized and generic marketing campaigns leading to very less churn rate.
- Lack of unified business health dashboard across sales, service and marketing.

- Unified view of customers across sales and service by creating a customer 360-degree view
- Automated enquiry management and sales process
- Automated demand generation and handover process
- Omnichannel customer service to ensure prompt resolution of the complaints.

- Milestones and Escalation matrices to reduce AHT
- Point to point real time integrations with ERP and enquiry portals.
- Real time reports and dashboards
- Channel partner management to complete the sales cycle



SOLUTION



BENEFITS

- Streamlined SPANCO process with higher conversion rate.
- Unified view of customer with all the transactions at one place.
- Efficient customer onboarding process reducing the
- Increase churn rate.
- Single source of truth for the teams by virtue of real time integrations.
- Better control over business by virtue of holistic real time reports and dashboards for business owners.
- Operational efficiencies by virtue of real time and data backed collaboration across the teams