Agenda

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Company Overview

In the bustling real estate industry, **Century Real Estate Holdings**, a renowned large-scale developer based in Bangalore, India, faced a pressing challenge. Their pre-sales team was inundated with a high volume of leads, leading to manual and often unproductive efforts. They struggled to qualify leads, schedule site visits, and provide timely project information. The company sought to automate lead qualification, streamline site visit scheduling, and integrate seamlessly with Salesforce CRM. Enter Habytat, the solution to their predicament.

Client's Background
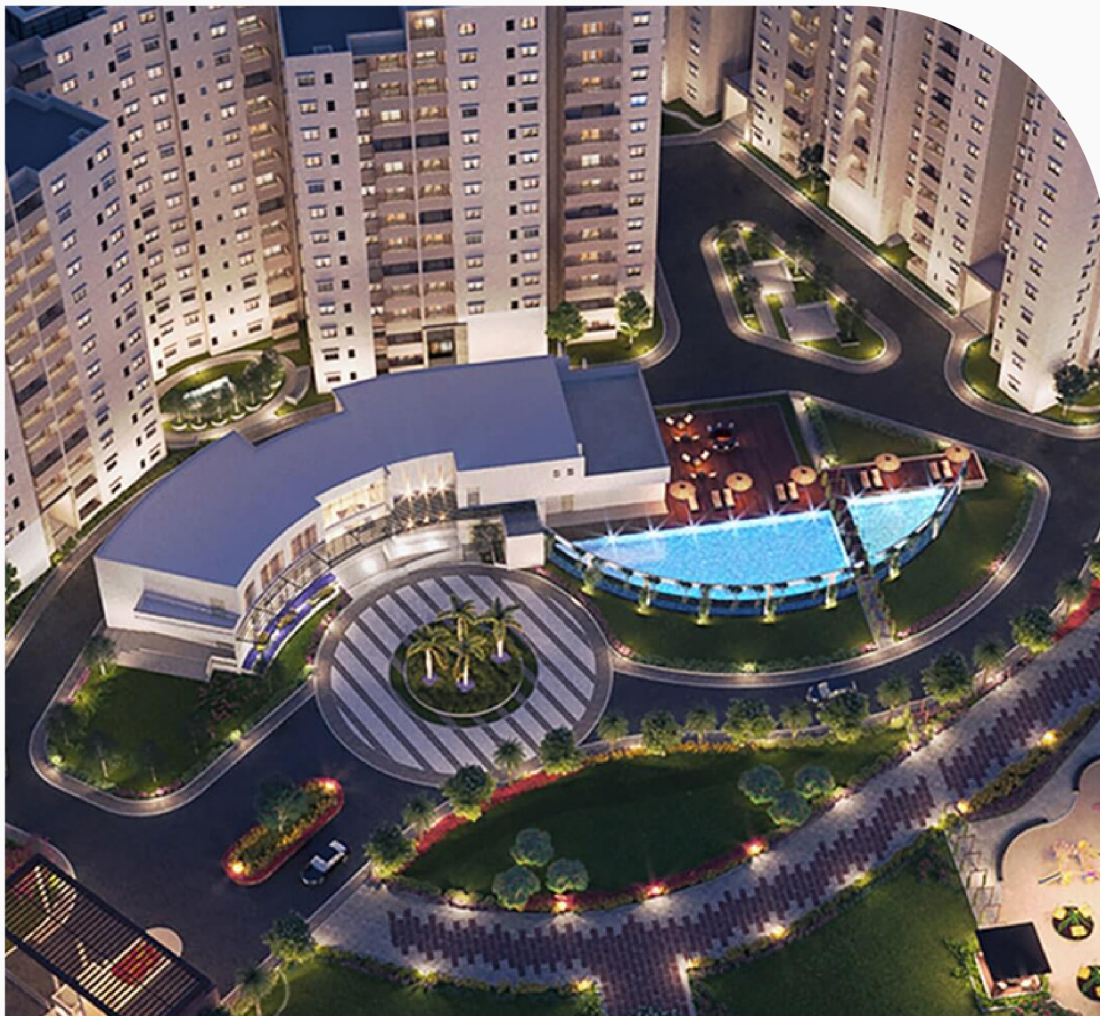
Century Real Estate Holdings is a formidable player in the real estate sector, known for its extensive portfolio of large-scale projects. Based in Bangalore, India, they cater to a diverse clientele seeking high-quality residential and commercial properties.

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Problem Statement

Century Real Estate Holdings needed a solution to

01

Effectively managing the overwhelming crowds at their project launches every weekend and optimizing their sales operations.

02

Track the entire customer site visit experience, from initial meet and greet to exit.

03

A queuing system for customer-sales interactions

Additionally, they aimed to digitize customer requirements, implement a queuing system for customer-sales interactions, ensure the allocation of the right sales executive to matching customer profiles, and synchronize all data with Sales Force CRM in batch processes at the end of each day.

Solution

Habytat provided **Shriram Properties** with a

The Site Visit Sales Operations App

Comprehensive mobile application utilized real-time database technology to provide an offline experience

Ensured in areas with zero internet connectivity

Efficiently synchronized data with Sales Force CRM in batch processes daily.

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Implementation

Development	Implementation	Synced data
• The project spanned 18 months and involved the development.	• Implementation extensively re-scripted site visit conversions soared, resulting in delighted customer experiences.	• The solution also provided real-time analytics and metrics, enabling remote tracking of pan-India operations.

Results and Benefits

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The results were astounding. Lead qualification and conversions soared, site visits were maximized, and customer satisfaction reached new heights. Unattended leads became a thing of the past, thanks to the efficient automation of lead management

Additionally, The presales team's efficiency skyrocketed, and the chatbot model was successfully replicated for future luxury projects.

Testimonial

"Habytat's WhatsApp integration revolutionized our lead management. We now have instant lead qualification, faster conversions, and happier customers. It's been a game-changer for Century Real Estate."

Nirmal Kumar V

DGM - Strategy at Century Real Estate Holdings

Conclusion

Century Real Estate Holdings case study showcases how innovative WhatsApp integration can transform lead management in the real estate sector, resulting in improved efficiency and customer satisfaction.

Get In Touch

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Discover how we can help streamline your operations and boost your bottom line.

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