



**Revolutionizing** Real Estate:  
How Habytat's Innovative  
Solution Transformed **Shriram**  
**Properties** Site Visit Sales  
Operations Efficient



Presented by:  
Habytat Team



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# Company Overview

**Shriram Properties**, a prominent player in the real estate industry based in Bangalore, India, faced a significant challenge. With over 10 projects spread across four cities, they struggled to manage and streamline the massive crowds at their weekend project launches. Their goal was to improve site visit conversions to bookings while internally optimizing their sales operations and enhancing customer experiences.



# Client's Background



**Shriram Properties**, a large-scale real estate developer with a portfolio of more than 10 projects pan India, is known for its commitment to delivering quality homes to its customers. Headquartered in Bangalore, India, Shriram Properties has earned a reputation for innovation and excellence in the real estate industry.

# Problem Statement

Shriram Properties needed a solution to



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



Aimed to digitize customer requirements, implement a queuing system for customer-sales interactions.

Shriram Properties needed a solution that would not only streamline sales executives but also track the entire customer site visit experience, from initial meet and greet to exit. Additionally, 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.



# Implementation

Development	Implementation	Synced data
<ul style="list-style-type: none"><li>• The project spanned two months and involved the development.</li></ul>	<ul style="list-style-type: none"><li>• Implementation of the Site Visit Sales Operations App.</li></ul>	<ul style="list-style-type: none"><li>• Mobile application utilized real-time database technology to provide an offline experience, even in areas with zero internet connectivity</li></ul>



# Results and Benefits

Over an engagement spanning more than 18 months, Shriram Properties experienced remarkable improvements. Site visit conversions soared, resulting in delighted customer experiences. The queuing system eliminated unattended customers due to large footfalls, and sales efficiency improved significantly.

Additionally, Shriram Properties witnessed enhanced sales team performance, streamlined curation of customer requirements, and the automatic allocation of sales executives based on customer profiles, leading to more productive sales conversations. The solution also provided real-time analytics and metrics, enabling remote tracking of pan-India operations.

# Testimonial

"Habytat's Site Visit Sales Operations App revolutionized our approach to site visits. We saw a remarkable increase in conversions, and our customers' site visit experiences have never been better. The solution streamlined our operations and gave us valuable insights through real-time analytics."

Syed Aazim A.

Planning, Executing and Managing the IT Applications





# Conclusion

**Shriram Properties'** collaboration with Habytat resulted in significant improvements in site visit conversions, operational efficiency, and customer experiences. This transformative journey underscores the power of innovative solutions in the real estate industry.



# Get In Touch

To learn more about how Habytat can transform your real estate business,

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

