



Public Testimonial #4

ABITARE IN

A MASSIVE INCREASE OF DIGITAL LEADS

ABITARE IN is a fast-growing Real Estate organization listed at the AIM Italy stock market whose share value more than doubled in the last couple of years. Its innovation strategy is based on selling a holistic lifestyle concept rather than just luxury apartments. The natural target customers made of affluent professionals and the aggressive growth strategy required a solid CRM platform combined with a multi-channel digital strategy.

ABITARE IN adopted Salesforce as its CRM platform supporting the first phase of its fast-pace growth. Still, while taking full advantage of Salesforce's flexibility and reliability, the sales organization made of in-house sales reps, call center agents and a web site was not fully addressing the following challenges:

- Prospecting customers visiting the web site could fill in a typical registration form with contact info. Though call center agents struggled to find them available at the phone while calling them back to plan an appointment. Call center agents operates during normal working hours, the same hours in which natural target customers are busy working. This meant a huge loss converting digital leads into face-to-face appointments with sales reps.
- Call Center agents were struggling a lot trying to match availabilities of prospecting customers with those of sales reps while setting appointments onto the Salesforce Calendar.
- Some sales were being lost due to an evident while unavoidable lack of empathy between the sales rep and the prospecting customer

Immediately after the adoption of Mapadore and its Smart Team technology, for Call Center agents to set appointments for sales reps with prospecting customers has become a no brainer, meaning a **higher number of appointments in less time.**

But even more importantly, offering the possibility to prospecting customers to plan an appointment with a sales rep DIRECTLY on the web site without the need to talk to a Call Center agent, has brought an **increase in face-to-face appointments with digital-born leads of an astonishing 40%!**

Moreover, the implementation of Mapadore's Social Matching technology has **significantly increased conversion rates** by always and automatically assigning every prospecting customer to the sales rep with the highest possible "digital empathy", or probability to finalize the sales.