

CASE STUDY



Realistic Realtors

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www.realisticrealtors.com

OVERVIEW

Realistic realtors (RRPL) is India's one of the leading and prominent commercial real estate advisory firm. It is backed by over 2 decades of experience in commercial leasing, advisory and consultancy in domains of investment advisory, retail & warehouse leasing and corporate services.

Realistic realtors have now made its presence in more than 425 cities in India. It is being constantly guided by its values and global practices, local expertise and customized solution for its clients. This is reason they been conferred by so many laurels across the real estate industry.

THE CHALLENGES

RRPL being in the real estate space, depended a lot on collaboration with its stakeholders. With multiple stakeholders involved, the business and operational challenges are always high

- There is no centralized platform for the representatives to connect with prospects online and keep track of their previous interactions.
- There were multiple contact points for clients and no way to pass on clients to other sales representatives without losing out on data and client insights.
- There was no automated way of sending out new listings that matched the client's search criteria and even automated bulk messages like festive greetings.
- They were using different platforms for SMS and WhatsApp with over 150 templates in each one of them, which made overlooking and managing the whole cycle very cumbersome
- SMS and WhatsApp platforms had their limitations, and that made them have multiple contact numbers to reach out to clients.
- Not having a chatbot led to a lot of additional effort in answering queries that the clients could figure out themselves.

SOLUTION

- Manras Technologies implemented Communicat-O to integrate SMS and WhatsApp into one platform to converge all points of contact to a single phone number and help keep track of previous communication.
- An automated communication cycle was set up that could send message templates, and RRPL was also supported with predefined approved templates for the platform.
- Real estate listings and festive greetings could now be sent to prospects with templates and customized messages.
- Communicat-O also helped RRPL schedule messages that had to be sent out as per their requirements and strategy.
- Communicat-O implemented an intelligent and interactive chatbot that understood the requirements of new prospects and could enrich their needs and help them accordingly.

IMPLEMENTATION FLOW

The implementation flow by Communicat-O for RRPL incorporated data model structure creation and BRD discussion. We also implemented various modules according to the Agile method for messaging needs and requirements. Some of these include:

- Enabling sending messages with different sender keys and multiple templates.
- Ability to send messages across platforms instantly or schedule them for a later preset instance.
- Enabling RRPL to send messages to prospects from the leads in or previous contact lists.
- Intelligent notifications and news can be sent on preset triggers and actions of the clients.



ECOSYSTEM BREADTH DEMONSTRATION

After every sprint and UAT conducted, we offered comprehensive User and Admin Training across the platform to show how a feature and function can be used more effectively to increase efficiency. Furthermore, we also helped with digital engagement to boost customer engagement and eventually retention and uplift the customer experience.

RESULTS

Communicat-O helped the RRPL achieve the following results-

- Easy to use and effective communication solution for interacting with all stakeholders without manual intervention.
- Messages sent status with date and time and reports can be tracked and generated at lead/contact levels for better understanding and planning.
- RRPL can now reply immediately when a customer or a prospect sends them an inquiry or a message and even pass on the leads to other sales representatives without losing any data.
- The intelligent chatbot makes the prospects feel comfortable and valued with timely and helpful responses.



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