



## Empowering Real Estate Sales with CONCLO Technologies

### About Company:

A fast-growing real estate firm with multiple residential and commercial projects across Kerala, the client is known for delivering modern living spaces with a customer-first approach. With a steadily expanding sales team and marketing presence across digital channels, they needed a robust CRM platform to support their growth and provide consistent buyer experiences.

### Challenges:

The company relied on an outdated legacy system that offered limited visibility into sales performance, leading to inefficient decision-making. Leads from digital campaigns and third-party sources were frequently lost due to poor integration. Without a centralized lead pool or automated assignment, sales executives struggled with follow-ups and task tracking. Duplicate leads and overlapping bookings further added to the inefficiencies. There was also no CTI system in place to capture and track incoming calls, making it hard to manage call history or follow-ups effectively.

### How CONCLO Technologies Helps:

CONCLO Technologies implemented Salesforce Sales Cloud, integrated with all lead sources, including social media and Google Ads, to ensure complete lead capture. A centralized lead pool with auto-assignment logic was built, along with task reminders and follow-up workflows. Lead scoring models helped prioritize high-potential buyers. A custom booking management module ensured unit availability was updated in real time, eliminating double bookings. CTI integration enabled full call tracking with recordings and logs, directly linked to each lead. Custom dashboards and real-time reporting empowered leadership with actionable insights.

### Business Outcomes:

- Zero lead leakage across all digital and offline sources
- 45% improvement in lead-to-booking conversion rate
- 30% faster sales cycle through lead scoring and automation
- 100% visibility into sales team performance and project bookings
- Enhanced customer experience with structured follow-ups and booking confidence