

Challenges

- Leading Realty and Construction company
- Difficulty in tracking leads
- Missing applicant and co-applicant details
- Needed a system that enables tracking of agents/brokers
- Unable to manage and capture feedback provided by the customers
- Incorporating customer feedback and linking them to prospects was a major challenge
- Limited collaboration between real estate site and corporate office
- Unable to track, monitor and analyze bookings and payments
- It was difficult to track prospect / customer site visits
- Needed real time dashboards to get first-hand information on apartment sales
- Tracking of Customer complaints/Tickets, ticket status, invoices & payments, Property details and keeping Customer as well on the same application for a transparent business process.

Solutions

- Streamlined lead tracking using Salesforce CRM
- Agent/Broker information was systematically captured in real time
- Enabled alerts to notify users about payments, site visits and apartment bookings
- Integrated with SAP to automate order management, invoicing and billing
- Created custom reports and dashboards to track apartment sales and bookings
- Automated customer support (bookings to possession and beyond) using Service Cloud
- Case management along with CTI integration to automate the support system and to track the customer feedback as well
- Enabling/Branding Customer Portal using Salesforce Communities
- 2 year annual maintenance contract for administration and support



Sales Cloud
Journey Planner
Lead Scoring



Service Cloud
CTI Integration (Knowlarity)



Community Cloud



Lightning Platform

14%

Increase in tertiary sales

94%

Adoption by Employees & Customers

Integrations

Integration of SAP & CTI with Salesforce made Bombay Realty's Work easier with out duplication work