

67% YoY Revenue Growth: Boosting Real Estate Conversions through Digital Engagements

Overview

The client is a global real estate leader, recognized for its diverse portfolio and innovative approach to sustainable property developments. Specializing in residential, commercial, and luxury properties, the company has a strong presence across global geographies. With a focus on exceptional service and customer-centricity, the client partnered with us to leverage our expertise in digital transformation and operational excellence to fuel their revenue expansion.



Objective

Boost walk-ins, improve lead conversions, and drive revenue through optimized lead management and digital engagement strategies.

Business Challenges

Our client faced challenges in keeping up with the rapidly evolving expectations in the real estate market. Their reliance on traditional customer engagement models restricted their ability to effectively convert potential interest into actual sales, highlighting the need to enhance sales conversion process and streamline lead management. The key challenges were:

- **Reduced Customer Walk-ins:** Increasing competition reduced the number of walk-in customers
- **Lower Conversion Rates:** Lack of digital platforms lowered customer engagement and conversation rates

The Solution

Our strategy included a combination of targeted lead management system and digital channels. We handled high-priority leads and introduced WhatsApp bots to engage customers with personalized messaging and ensuring consistent follow-ups limiting to 12 touchpoints per lead. The approach integrated inbound and outbound strategies, which not only converted sales leads but also increased site or office visits.

Value Delivered

The implementation of enhanced lead management and WhatsApp Bots resulted in a steady increase in business volumes, boosting our client's market positioning. This allowed for better resource allocation and strategic growth, driving customer engagement and revenue.

67%

YoY revenue growth, retaining 4-5 lost customers weekly

40%

Improvement in conversion rates per agent with positive walk-in trend



6-8% higher market penetration with improved churn ratio

Business Benefits



Increased Foot Traffic and Customer Retention



Optimized Lead Management



Strengthened Competitive Advantage



Revenue Growth