Case Studies

Real Estate Aggregator - NoBroker

SlashRTC

INTRODUCTION

Real Estate Aggregator - Case Study - NoBroker

NOBROKER

SUMMARY: A solution for Real Estate and real estate aggregators (broker) to reach out to their customers who can be Property Developers/Owners or buyers and lease and leaser can register. So this is transitioning from Property expert or a Broker or a Relationship Manager can be assigned to a customer.

A platform where buyers and sellers can interact over a single communication platform using different mediums – Voice, Video, Chat and Social Media for promotion, sales, marketing and handling customer enquiries effectively and reach outcome based insights for each interaction logged in the CRM.

A platform that provides Data protection, Privacy & Security of registrar's details.

Since these are high value transactions, customer prefer single point of contacts like Relationship manager to deal with.

Bold and out-of-the-box initiatives like NoBroker, MagicBricks etc provided this platform has started to think how to provide better CX and maintain NPS.

KNOWN SPECIFIC ISSUES FOR REAL ESTATE AGGREGATORS

Highly scalable systems where agents are continuously growing becomes a huge challenge

A lot of organizations already have legacy CRMs or licensed CRMs in place. When large scalable setups are required, integrating these systems into those CRMs are tough to achieve

For real estate aggregators, customers don't like to keep talking to the different agents as a single agent have to be allocated per customer. This is a major issues for real estate aggregators

To prevent data leakage, number masking is a challenging requirement, keeping in mind the large scale systems in place

While customers may like physical visits to the location, some customers may like video and audio capabilities within the system itself to showcase the properties. This is a large scale issue for a rapidly growing infrastructure and growing number of property listings

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THE SOLUTIONS

A High Scalable Contact Center Solution

Distributed Agents/RMs login to the SlashRTC Cloud Contact Center platform from any location and provide service to their clients just by using the mobile App with embedded Voice and Video capabilities.

CRM integration

A comprehensive and tightly integrated system with their existing CRM system was put in place. Keeping in mind, the rapidly scaling ecosystem the integration had to be carried out in a meticulous manner to maintain data integrity

Sticky Agent & Call Bridging Facilities

SlashRTC provides advanced call bridging facilities so that every agent / broker can be allocated to a set number of clients based on their previous interactions and communications. The customer's call will be given a preference to get in touch with the allocated agent first based on the agents availability and only if the agent / broker is not available, will the call be re-directed to another broker. However, the last call state / disposition while be available for the new agent to view from his dashboard.

Agent / Broker Number Masking

To prevent data leakage and to keep broker / agent contact details highly confidential, call routing and bridging facilities help mitigate the issue. This is a facility that SlashRTC provides to successfully achieve the same.

Video & Voice Call Conferencing Capabilities

SlashRTC CPaaS platform provides video plugin to be embedded in your mobile app and give a seamless experience to customers who are miles away from their new home to narrow the search. Each video& voice call is recorded and analyzed.

Advance BI dashboard

Advance BI dashboard to provide real-time and historical reports for calls and performance of the contact centre, with live call monitoring capabilities to ensure standards and quality of service, proper information and monitor Agent/Customer behavioral patterns.

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The Result

Scalable Contact Centre Solution

Due to the continuous rapid growth in the number of agents, a scalable solution was deployed

Advanced Number Masking

To retain confidentiality of Customer Agent personal numbers, number masking features were deployed. Also, Real-time visibility of customer service agents across multiple locations to analyze their performance with call barging and snooping capabilities we deployed.

Improvement in Response Times

Faster data collation - Improvement in providing real-time access to reports

Robust CRM integration

The legacy CRM that was existing with the client had to be integrated very tightly, keeping in mind the quantum of growing brokers int eh company and still maintaining data integrity

Video / Voice Calling

We enabled brokers / agents to video call a customer via the contact center software to showcase properties, saving time for customers

Complete Automation

Automated call flows & IVRs have made the organization systems inherently efficient

Sticky agent for customers

SlashRTC successfully deployed a Sticky agent feature where a customer who has interacted with an agent continues to interact with the same agent. Only if the agent is unavailable will the call be diverted to someone else

24/7 availability & efficiency

A single platform to monitor all business communications has simplified the tracking & monitoring process while simultaneously improving the call center's availability.

Higher Sales and Cost Savings

50% increase in net sales and 30% of long term cost savings.

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Thank You

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