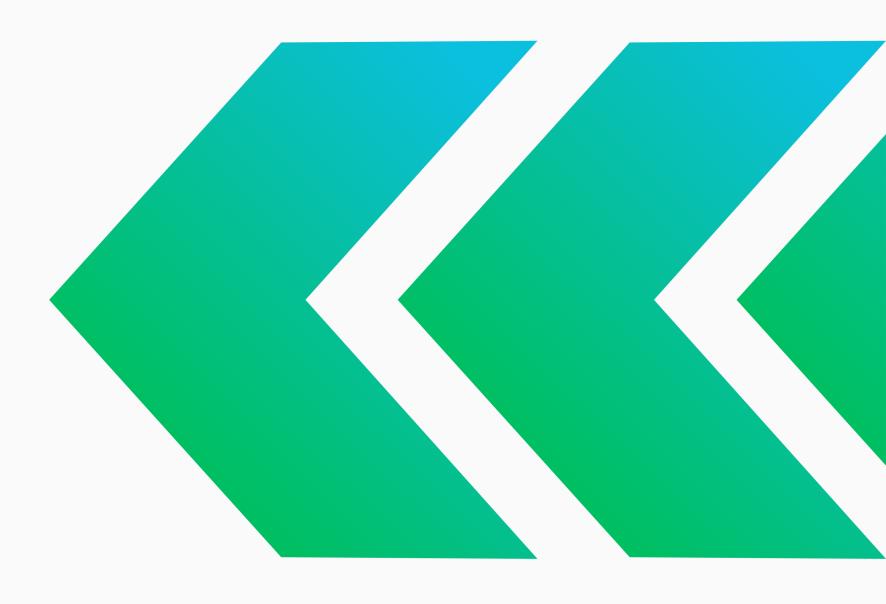
# (I) habytat

Revolutionising Real Estate: Real Estate Digital Transformation Journey of Ruchira Projects



Presented by:

Habytat Team







**Company Overview** 

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Prabhu's Consulting & Habytat

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## Company Overview

Ruchira Projects, a prominent Real Estate developer based in Bangalore, India, faced significant challenges in Managing Bulk Channel Partners Signups & Leads Submission avoiding duplicate leads conflicts & managing Commission Slabs. Automated Communications to Customers & respective teams of Marketing, Sales, CRM , Finance on various trigger of events.



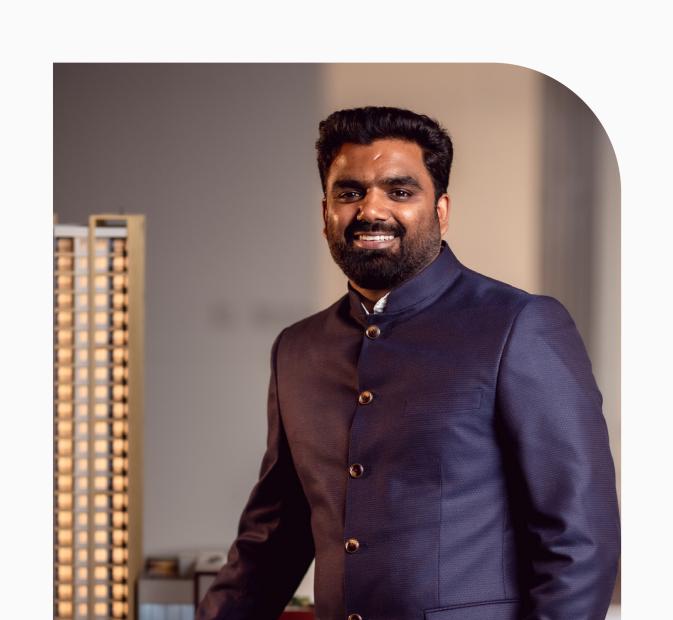


# Client's Background



Mr.Ram, MD of Ruchira Projects was very keen on deploying a full stack tech for his upcoming project Ruchira Park East, Kannamangala Whitefield, Bengaluru, Karnataka, India.

He always had a vision of doing real estate with tech enabled processes to deliver great customer experience and reduce burden on his team to operate productively, after evaluating various CRMs in the market, he finally took his bet on Habytat to fully automate and digitally transform entire Ruchira operations end - end, which should solve his key challenges faced in previous projects which is mission critical for the new project.



### Problem Statement



Ruchira Projects needed a solution to -

- Realtime MIS reports on Sales Velocity & Collections Project wise.
- Transparent & Timely MIS for Project Lenders on Sales Velocity & Collections.
- Automated Communications to Customers & respective teams of Marketing, Sales, CRM, Finance of various trigger of events.
- Identifying ROI on marketing campaigns and cutdown loss making expenses on non-performing campaigns & Duplicate Leads.
- Managing Bulk Channel Partners Signups & Leads Submission avoiding duplicate leads conflicts & managing Commission Slabs.
- Deliver Exceptional Customer Experience for Home Buyers during Pre & Post Sales with instant communications.
- Reduce workload & improve productivity for Marketing, Sales & CRM Team with Automation.
- Automating Lead Inflow integrations from all sources in Realtime.

# Value proposition of **Prabhu's** Consulting & Habytat



Habytat provided Ruchira Projects with a

- Young & Dynamic team with rich Real estate domain knowledge with tech expertise in building products & solutions for 12+ Yrs.
- Highly Customizable CRM solution with open APIs & custom business logics.
- Private exclusive server cloud for enhanced data security with On-premise hosting zero data leakage.
- Exceptional On-site & Online support with on-ground velvet glove experience.
- Founders get involved in nitty gritty of Implementation & mission critical support.
- Affordable & transparent pricing with no hidden costs & flexible payment options.
- Unbeatable Modern UI / UX & Mobile friendly apps.
- Passionate team who puts heart & soul in solving problems with right mindset at breakneck speed.

# Results after consulting & Habytat CRM Implementation



**Units Sold** 

54+

**Bookings** 

Area Sold

87K

SFT

Accelerated collections worth

₹5

Crores

Project Walkins handled

470

Site Visits

**Duplicate Leads Identified** 

1/3<sub>rd</sub>

**Duplicate Leads** 

**CPs Managed** 

141

Channel Partners

Channel Partners Active on Leads

95

CPs - AOL

Net Promoter Score

9/10

**NPS - CSAT** 

### Results and Benefits

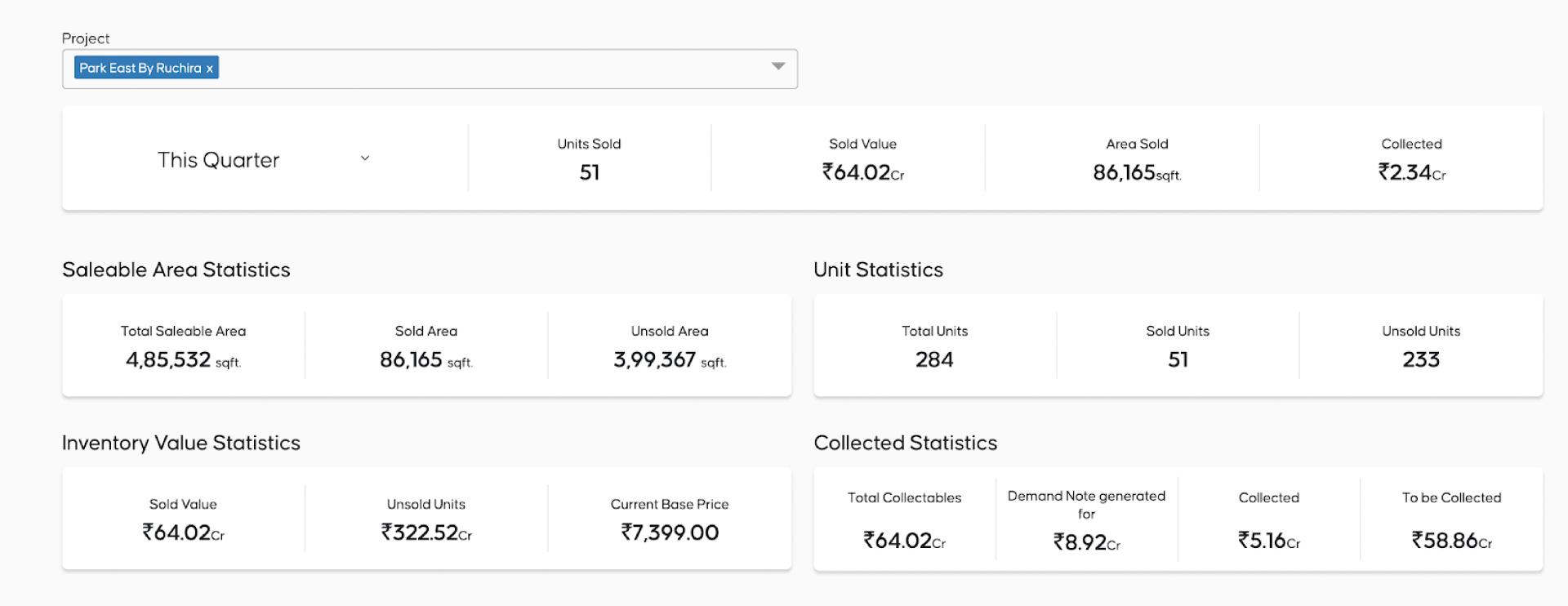


- Increased Sales Velocity and Accelerated Collections.
- Delivered unparalleled customer experience.
- Improved team Productivity & Efficiency.
- End End Digitally enabled systems & process in place.
- Identified Data leakages & marketing budget wasted on Duplicate leads & loss making campaigns.
- Onboarded 141 CPs Network in a jiffy with auto duplicate leads identifier mechanism inbuilt.

- Seamless Communications channels enabled for various use-cases to Customers, Channel Partners, CRM team, Stakeholders & Departments.
- Managed 141 CPs with 95 CPs Active on Leads totalling 2428 Leads avoiding 1471 Duplicate Leads Conflict cases.
- Launched Self Serve Customer Portal for Home buyers to access their data 24 x 7 without manual intervention of CRM teams.

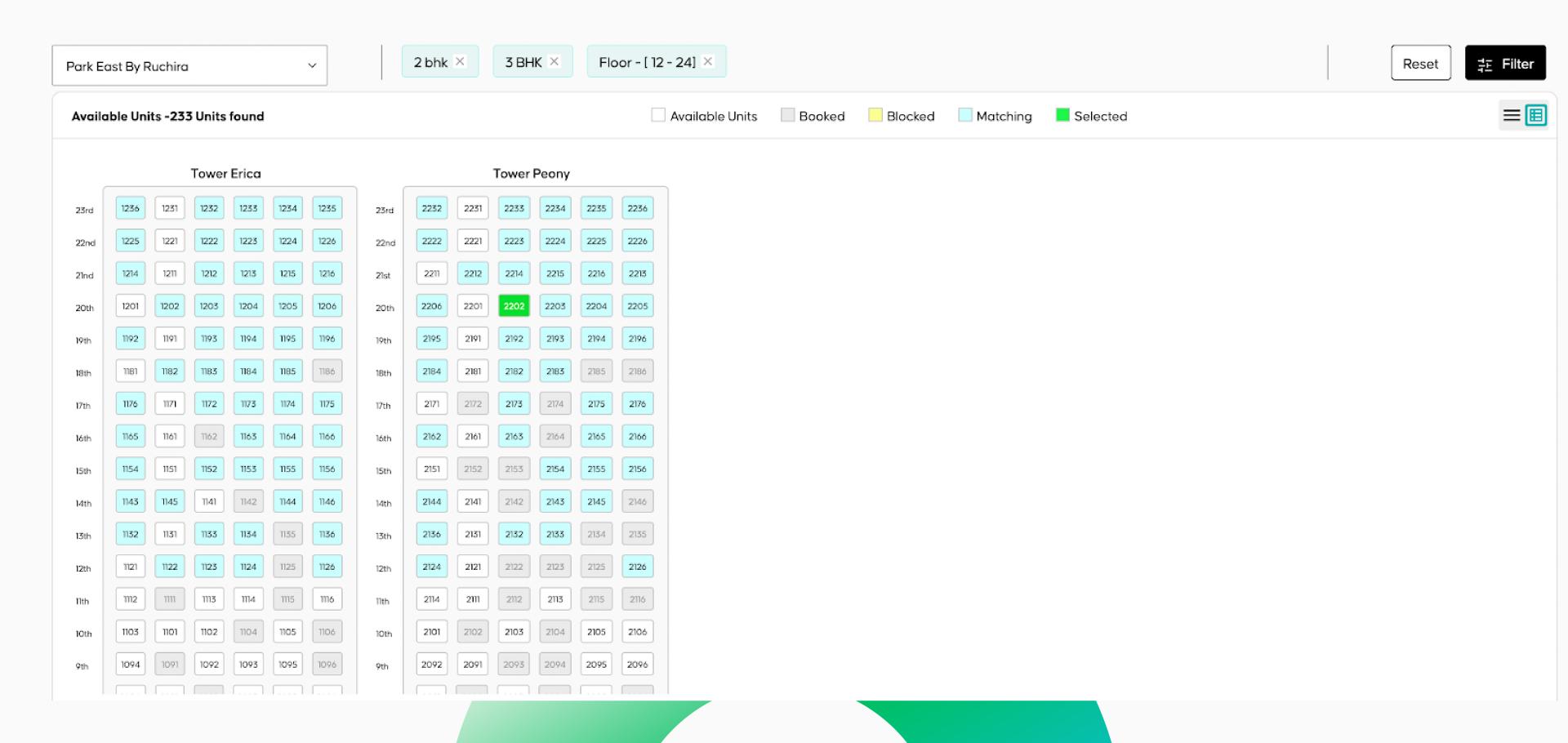
# Results in the span of 3 Months achieved for Park East Project in Whitefield





### Results by Digital Transformation





## Testimonial

"Habytat's game-changing solutions have supercharged our real estate operations, delivering unmatched efficiency and precision. This partnership has been instrumental in driving our journey towards excellence."

Archana Ashok

Manager Presales and Marketing







**Ruchira Projects** success story demonstrates Habytat's game-changing solutions have supercharged real estate operations, delivering unmatched efficiency and precision. This partnership has been instrumental in driving the journey towards excellence Partner for Tailored CRM Solutions with Unmatched Expertise and Commitment.



### Get In Touch

To learn more about how Habytat can transform your real estate business,

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### Visit

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Discover how we can help streamline your operations and boost your bottom line.

