



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



Presented by:

Habytat Team

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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's bet on Habytat CRM & Digital Transformation in Real Estate for Ruchira Park East Project, Whitefield.**

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 on 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	Area Sold	Accelerated collections worth	Project Walkins handled
54+	87K	₹5	470
Bookings	SFT	Crores	Site Visits
Duplicate Leads Identified	CPs Managed	Channel Partners Active on Leads	Net Promoter Score
1/3 <sup>rd</sup>	141	95	9/10
Duplicate Leads	Channel Partners	CPs - AOL	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



Project

Park East By Ruchira x

This Quarter	Units Sold	Sold Value	Area Sold	Collected
	51	₹64.02Cr	86,165sqft.	₹2.34Cr

## Saleable Area Statistics

Total Saleable Area	Sold Area	Unsold Area
4,85,532 sqft.	86,165 sqft.	3,99,367 sqft.

## Unit Statistics

Total Units	Sold Units	Unsold Units
284	51	233

## Inventory Value Statistics

Sold Value	Unsold Units	Current Base Price
₹64.02Cr	₹322.52Cr	₹7,399.00

## Collected Statistics

Total Collectables	Demand Note generated for	Collected	To be Collected
₹64.02Cr	₹8.92Cr	₹5.16Cr	₹58.86Cr

# Results by Digital Transformation



Park East By Ruchira

2 bhk3 BHKFloor - [ 12 - 24]

ResetFilter

Available Units -233 Units found

☐ Available Units

☐ Booked

☐ Blocked

☒ Matching

☐ Selected

Tower Erica

23rd	1236	1231	1232	1233	1234	1235
22nd	1225	1221	1222	1223	1224	1226
21nd	1214	1211	1212	1213	1215	1216
20th	1201	1202	1203	1204	1205	1206
19th	1192	1191	1193	1194	1195	1196
18th	1181	1182	1183	1184	1185	1186
17th	1176	1171	1172	1173	1174	1175
16th	1165	1161	1162	1163	1164	1166
15th	1154	1151	1152	1153	1155	1156
14th	1143	1145	1141	1142	1144	1146
13th	1132	1131	1133	1134	1135	1136
12th	1121	1122	1123	1124	1125	1126
11th	1112	1111	1113	1114	1115	1116
10th	1103	1101	1102	1104	1105	1106
9th	1094	1091	1092	1093	1095	1096

Tower Peony

23rd	2232	2231	2233	2234	2235	2236
22nd	2222	2221	2223	2224	2225	2226
21st	2211	2212	2214	2215	2216	2213
20th	2206	2201	2202	2203	2204	2205
19th	2195	2191	2192	2193	2194	2196
18th	2184	2181	2182	2183	2185	2186
17th	2171	2172	2173	2174	2175	2176
16th	2162	2161	2163	2164	2165	2166
15th	2151	2152	2153	2154	2155	2156
14th	2144	2141	2142	2143	2145	2146
13th	2136	2131	2132	2133	2134	2135
12th	2124	2121	2122	2123	2125	2126
11th	2114	2111	2112	2113	2115	2116
10th	2101	2102	2103	2104	2105	2106
9th	2092	2091	2093	2094	2095	2096

# 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



# Conclusion

**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

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can transform your real estate  
business,

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

