

CASE STUDY

# **REDEFINING SALES STRATEGY** For Real-Estate Company

## **ABOUT THE CLIENT**



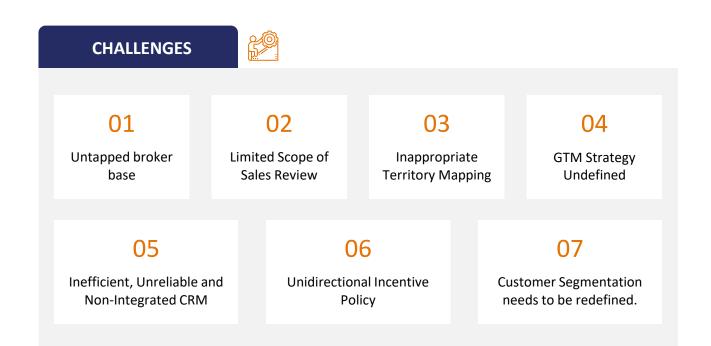
Our client is a high-end property portal. It caters to a **global market** with its unique services and novel online feature. It is full stack service provider for all real estate needs, with 15+ services including home loans, pay rent, packers and movers, legal assistance, property valuation, and expert advice and has an active base of over 15 lakh property listings.

### **BUSINESS OBJECTIVE**



To achieve its target of continuous and sustainable growth, the client required:

- A Robust CRM system in terms of data reliability, functionality, business intelligence and future readiness.
- Customer Satisfaction through improved customer service by better client data segmentation.
- Implementation of effective training for better conversion rate.







# **APPROACH**

1

Define

GOALS



#### Define GOALS

- Identify the specific quantified GOALS of problem statement that turn into deliverables
- Alignment of GOALS with the process owners

# AS-IS **Process Mapping**

- Time & Motion study
- Tabular and Graphical mapping with gaps
- Review of historical data to corroborate perception with reality

Identify

Change Areas

 Review of data robustness & underlying process

#### Change Areas



 Presenting to management the reality vs expected process

Monitoring

and

dashboards

- Charting out areas that require improvements
- Aligning with process owners on change areas

#### Improvement Actionable



• List of actionable with clear time saving potentials

2

AS-IS

Process

- actionable for each agreed change area
- Mapping of GOALS



- market benefits.
- Define a detailed process



EXPERIENCE | CLARITY | FOCUS



# **BUSINESS IMPACT & VALUE CREATION**

## **Refining Sales Strategy**

- 1 Adapt a Go To Market strategy for the market success.
- 2 Territory mapping and Target setting to boost client acquisition
- 3 Automation of processes to increase sales efficiency & enhanced customer experience.
- 4 Business Oriented Incentive Plan serving client's business targets .
- 5 Optimize product portfolio aligned with marketing and business strategies.
- **6** Strengthening of sales review mechanism by adapting Roll-down methodology.
- 7 Redefined customer data segmentation for better customer service.
- 8 CRM Evaluation, design and indicative project plan for implementation.
- 9 CPL based Pricing methodology to ensure efficient monetization.
  - Framework for ROI of every Active Campaign.

## **ABOUT US**

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