

# Customer story

INDUSTRY:

REAL ESTATE



## HIGHLIGHTS

Cloud Contact Center with automated IVR and CRM Integration for Real Estate Administration

### CLIENT

A prominent real estate development company in India, renowned for delivering high-quality residential and commercial projects, catering to diverse customer needs across the country.

### REQUIREMENT

The company provides buyers with residential plots and constructs homes with high utility levels, stylish architecture, and more.

- All inbound and outbound calls were routed to their Chennai headquarters.
- A decentralised system with a landline connection from broadband and personal phones was installed in the corporate headquarters.
- The organisation was looking for an inbound and outbound calling solution.

### CHALLENGE

The company engages in a full range of real estate activities, from selling land to establishing joint ventures to interior design.

The most valuable segment is gated communities, which are fully managed and operated by them using a set number of employees; however, the challenges they faced were:

- Unmanaged Manual inbound and outbound calling.
- Lack of self-service options.
- Tracking Customer Interactions was complicated.

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## SOLUTION

[ Cloud Contact Center ]

To address this complex requirement and challenge, Viva provided an ideal solution for the client.

The proposed solution included the following components:

- A Cloud Contact Center was implemented with an automated IVR to handle the inbound process with a plan for inbound & outbound calls.
- Now, the customer was able to track leads and prevent them from being transferred to competitors, all while having the flexibility to manage calls from anytime, anywhere.

The solution addressed the following issues

- Automation of Inbound and Outbound processes.
- Inbound process made easy with IVR.
- Complete monitoring of agent performance.
- Easy CRM Integration & Call Logs
- Multiple calling channels include mobile and laptop softphones and WebRTC-based calling.