



CRM FOR REAL ESTATE

on Microsoft Dynamics

Simplifying Customer Centric Experience

for Your Real Estate Business.

Because Relationships Matter.

a solution from
Compusoft Advisors
www.compusoftadvisors.com



In short, the extent of Customer Centric Approach required for a Real Estate Company is immense. It often becomes a challenge to deliver a High Quality Customer Experience to all your prospects and customers.



WHAT IS THE PROBLEM

WE ARE SOLVING FOR YOU

Lets look at the Customer and understand what his mindset is when he has to deal with Real Estate. For him (individual or corporate), investing in Real Estate means, the stakes are high. He wants to be very careful before making a buying decision: which means longer sales cycle. He always wants to take the decision that is right for him. Which means, he is going to evaluate multiple options. You will have to be constantly in touch with him across different stages of his buying cycle: from discovery to closure. For him, Real Estate Investment is a complex process involving multiple entities (like banks, real estate brokers etc) and multiple steps. Which means, you have to cater to the needs of multiple entities to close a deal. You will also have to manage multiple processes after the buying decision.



BUILDEX HELPS YOU DELIVER HIGH QUALITY CUSTOMER EXPERIENCES



Delivering High Quality Customer Experience is actually providing answers to the customer's problems just before he asks it. It first of all requires: empathy, understanding and appreciation of Customer's concerns during the buying process. Second: It is translating this wisdom into a structured approach of "being" with the customer (or the prospect). But more importantly, it is bringing discipline to consistently follow this approach. Technology has been an answer to many enterprises : to manage scale and delivering a consistent customer experience.

Buildex is a CRM solution that provides Ready-to-Use Best Practices to deliver High Quality Customer Experiences for Real Estate Companies. BuildEx also provides the technology that helps you deliver these experiences to a large scale of prospects and customers: consistently.

BUILDEX: CRM FOR REAL ESTATE



MARKETING

In an intensely competitive real estate market, creating a mind share in the prospect's mind plays an important role in his buying process. Buildex has built-in best practises and a structured approach to create this mind share to your potential prospects.

With Campaign Management Process, Buildex helps you deliver the right marketing message to your potential prospect across multiple mediums : Emails, Social, Telemarketing, Advertisements, Customer Referrals, Promotional Events, One-to-One Interactions etc. You could track the response and the spend on marketing initiatives to measure the ROI of these campaigns. BuildEx also helps in converting positive responses to Leads.

SALES

In the real estate business, the challenge begins the moment you identify a lead. Qualifying the lead becomes extremely important so that you can channelize your efforts on the right prospects. And once that is done, delivering high quality experiences to the prospect becomes extremely important.

BuildEx, provides you with tools that help you to qualify the prospect efficiently. With its structured opportunity management process, you could provide your sales workforce a guide and a system to deliver the right customer experiences to the prospects. Buildex has the intelligence to keep track of the sales process and identify the deviations. This helps you course correct, wherever the customer experiences are not satisfactorily delivered

BUILDEX: BUILT ON MICROSOFT DYNAMICS



POST SALES

Once the prospect is ready to buy from you, or ready to become your customer, he is trusting your brand and your product. Providing the customer the best buying experience now becomes a responsibility.

BuildEx helps you to execute the sales & contract management process with the customer in a structured and easy way. It ensures that the buying process of the customer is hassle free and pleasant. BuildEx helps you with the necessary documentation, and integrates with the backend ERP so that the commercial transactions and reporting becomes seamless. It also has built in systems to enable seamless interaction with the banks and the brokers during the contracting process.

SUPPORT

During the entire cycle of Purchase: from Discovery to Closure and beyond, the customer can have multiple queries and requests. Providing timely response may bring in customer delight. But not responding on time, can actually bring in severe customer dissatisfaction.

Buildex helps you record and track these queries. It further helps you build Turn-Around-Time to respond to these queries. It helps you forward these queries to the relevant internal teams so that you respond to the customer within the promised response times. Further, if there are some standard responses, BuildEx helps you to create and search the knowledge-base to respond to such queries.



SOCIAL LISTENING & MOBILITY :

HELPS YOU KNOW YOUR CUSTOMER BETTER

& SPEND TIME WITH THEM



MOBILE

For successful closure of any high stakes deal, personal interaction and providing comfort is very important. In Real Estate, it is no different, because for the customer, real estate investment is a high stakes deal. The mantra therefore, is to always be out there in front of the customer.

Buildex helps you achieve this. With mobility solutions, your sales workforce can spend more time on the field with the customers. They can get real-time information about or update their interactions on the mobile devices itself with ease. It does not matter which mobile device they are using. It does not matter whether they are online / offline. They can respond real time to prospect / customer's queries and enhance the customer experience - rather than telling them: "Let me get back to You".

SOCIAL

One of the key fundamentals in selling process is "Know Your Customer". The better you know them, the better you can address their needs. In today's situation, we can get a lot of insights about the customer behavior by listening to them carefully on the social networks. This is called social listening.

Buildex helps you with Social Listening. It provides social insight about your prospects and customers based on which you can align your marketing and sales initiatives. Buildex also helps you launch social media campaigns effectively across multiple social platforms.



SALES INTELLIGENCE & MOTIVATED WORKFORCE ACCOMPLISHED

INTELLIGENCE

Keeping track of performance indicators effectively is one the most important internal processes to deliver rich customer experiences. There are bound to be deviations but the critical aspect is the ability to detect them early and course correct quickly.

BuildEx comes with ready to use dashboards and reports to help you keep track of Key Performance Indicators effectively. The intelligence can also be provided to you as alerts so that you know them as soon as there are deviations. This helps you to quickly course correct and ensure great customer experiences on a scale.

WORKFORCE

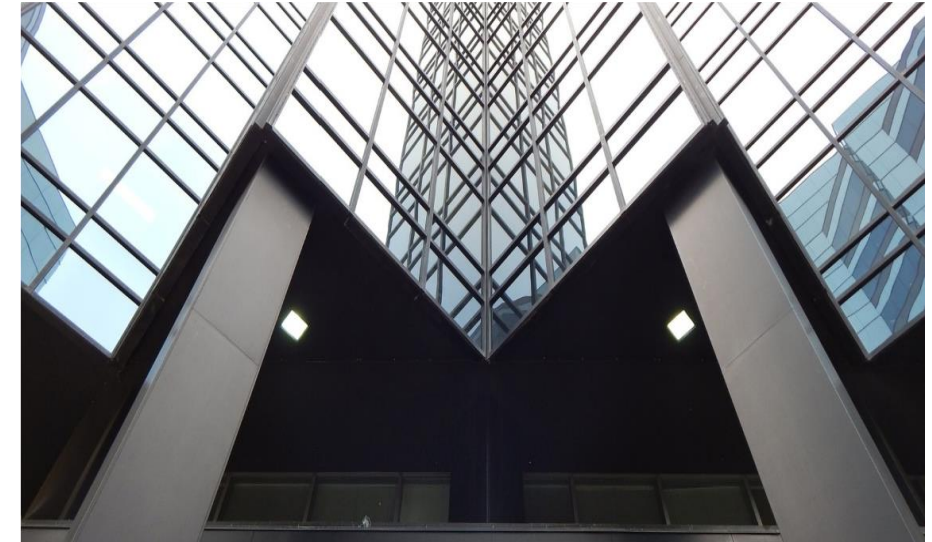
The power that fuels all systems and processes is: A Highly Motivated Sales Workforce. And one of the key requirements to build a motivated workforce is to provide them with the right goals and direction.

BuildEx helps you organize your sales workforce and define goals and targets for them. BuildEx also effectively keeps track of the goals and target accomplishment. This helps the customer facing workforce with a sense of direction - which is extremely important in building a motivated workforce.



FEATURES THAT MAKE SENSE TO REAL ESTATE BUSINESS

- ☐ Centralized Contacts Management
- ☐ Maintain Inventory of Saleable Real Estate Units
- ☐ Graphical Representation of Building Layouts
- ☐ Campaign Management with ROI on campaigns
- ☐ Effective Opportunity and Pipeline Management
- ☐ Sales Team Management and Goal Tracking
- ☐ Post Sales - Contract Management Process
- ☐ Customer Support and Query Handling
- ☐ Post Handover Maintenance Support



- ☐ CRM Dashboards
- ☐ Mobility Solution for Sales Workforce
- ☐ Social Listening and Social Campaigns
- ☐ Customizable Process Work-flows
- ☐ Integration with backend ERP systems
- ☐ Lost Opportunities Tracking
- ☐ Brokers Management
- ☐ Built on Microsoft Dynamics CRM
- ☐ Available on Cloud or on Premise



ABOUT COMPUSOFT

Incorporated in 1997, We have a mission to be a valuable partner in our client's success. Today, we have grown to become one of the leading partners of Microsoft specializations in Microsoft Dynamics (CRM & ERP), Cloud and Mobility solutions. We are with a Gold Certified Microsoft Partner since 2001. We have presence across India and Singapore, with customers across multiple domains : Manufacturing, Supply Chain, Retail, Financial Institution, Real Estate, Education, IT and Professional Services.

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