2.3 Mn USD in Monthly Business Volume: Accelerating Real Estate Conversions Across Hybrid Channels

digitide

Overview

The client is a prominent real estate developer known for its commitment to creating innovative and luxurious residential and commercial spaces. The company has a huge portfolio that comprises of over 65 projects and millions of square feet of development. They partnered with us to improve their sales performance during seasonal downturn and improve their revenue growth.

Objective

Enhance customer engagement and increase sales conversion rates across both digital and physical channels, by driving higher foot traffic and inquiries.

Business Challenges

Our client faced intense seasonal market fluctuations due to a heavy reliance on traditional sales models. Their underutilization of digital platforms became a bottleneck to effectively engaging customers and converting high-priority leads. Their primary challenges were:

- **Reducing Foot Traffic:** Reduced customer walk-ins during off-seasons
- **Low Digital Conversions:** Struggled to maintain consistent sales due to low conversion rates on digital platforms.

The Solution

We focused on implementing advanced technologies to optimize lead management, including the integration of a predictive dialer system to enhance lead connection rates and minimize idle time. We emphasized digital channels to drive customer visits to property sites and offices, fostering direct engagement. Additionally, we implemented conversion-driven customer engagement strategies that leveraged both physical and digital interactions to improve overall sales performance.

Value Delivered

Through our strategies, the client optimized resource utilization and minimized agent downtime, leading to increased property site visits. This strengthened direct customer interactions and boosted engagement. Our approach not only expanded their pool of potential buyers but also ensured steady sales performance, even during off-season periods.

20% Improvement in conversion rates through digital platform	**11.7%** Revenue increment	$ 2.1 to 2.3 Mn USD Business volumes delivered monthly.

Business Benefits

Increased Lead Conversion Rates	Improved Customer Engagement	Efficient Resource Utilization	Improved Revenue Performance