



## Qatar-based Real Estate Firm Deploys Octaware's RealWin For Improving Customer Satisfaction

### Client Overview

Our client is a development management arm of the larger Real Estate group in Qatar. It is responsible for providing services to clients with a large portfolio of properties under development.

### Situation

The firm was established in 2007 in Qatar to manage all the developments of its parent group in Real Estate. The client also has its presence in the international market. With the growing business in the global competitive ecosystem, the client realized that it felt the need for a dedicated and streamlined customer support in place.

### Challenges

Being the development arm of the larger group of Real Estate firm, it managed and provided services to major clients with large portfolio of properties. The customer base was growing and resultantly the sales & marketing team of the firm. The information was managed on the Excel worksheets. This lacked the coordination in sales team and availability of real time information of the properties. Also, there was no dedicated team for providing the customer support. This effectively gave lost opportunity and hence low revenue.

#### CHALLENGES

- Poor customer management
- Absence of real time data on property
- Disorganized sales team

#### BENEFITS

- Automated workflows for sales & marketing
- Organized Customer support process
- Improved rate of conversion
- Increased Customer Satisfaction
- Gained higher ROI

### Solution

Octaware, a Microsoft Certified Partner, has developed a Real Estate CRM solution, RealWin, keeping Microsoft Dynamics CRM at its core. After several discussions with the management team of the client, it was decided to deploy RealWin as their CRM Solution.

Our experienced CRM Implementation specialists, customized this solution to be aligned to their sales & customer support process by developing automated workflows and streamlined customer support activities. Consequential effects of implementation proved to gain higher ROI while the team was able to boost customer satisfaction, with higher conversion ratio.

### About Octaware Technologies

Octaware Technologies, a software development, enterprise solution and consulting firm having its offshore development centres in Mumbai and Pune, India with overseas offices in USA, Singapore, Qatar, UAE, Saudi Arabia and Nigeria. Octaware's on-time delivered solutions and best quality products are its assets. The company has been serving fortune 500 corporate across the globe since 2005.