End-to-End Digital Upgrade for a Real Estate Consultancy

Executive Summary

The real estate consultancy sector in India struggles with fragmented operations, inefficient client management, and poor digital presence. Manual processes, scattered data, and inability to scale operations have limited growth potential for consultancies. **Biswass IT Services Private Limited** has delivered comprehensive digital transformation solutions that streamlined operations, enhanced client engagement, and positioned consultancies for significant growth in the competitive real estate market.

The Problem: Real Estate Consultancy Challenges

1. Fragmented Property Management and Listing

Challenge:

- Property data scattered across multiple spreadsheets and systems
- Manual updating of property listings leading to outdated information
- No centralized database for managing inventory across projects
- Difficulty tracking property status through different transaction stages
- Inconsistent information between different agents and teams

Impact:

- Delayed client responses and missed opportunities
- Reduced credibility due to inaccurate property information
- Inefficient resource allocation and project tracking
- Client confusion and poor experience
- Loss of potential deals to better-organized competitors

2. Inefficient Client Management and Communication

Challenge:

- No systematic approach to tracking client interactions
- Manual follow-up processes leading to missed leads
- Poor communication between agents, clients, and management
- Difficulty identifying high-potential clients and their requirements
- No record of client history and preferences

Impact:

- Lost leads and missed sales opportunities
- Inadequate customer service and satisfaction

- Low conversion rates despite good footfall
- High operational costs due to inefficient processes
- Difficulty in scaling team capacity

3. Lack of Integrated Digital Ecosystem

Challenge:

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