

 

A CRM Application to Handle the Clients and their property Related Requirements

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Project Overview

Dreams World Properties integrates Salesforce to streamline customer interactions. Website engagement triggers automated record creation in Salesforce, capturing customer details and preferences. Salesforce categorizes users as approved or non-approved, offering tailored property selections to approved users. This enhances user experience and efficiency, providing personalized recommendations and broader listings. Seamless integration optimizes operations, improving customer engagement and facilitating growth in the real estate market.

Objectives

Business Goals:

\* Improve Client Management: Maintain a comprehensive record of client information, preferences, and interactions.

\* Enhance Customer Satisfaction: Provide personalized service by quickly addressing client property requirements.

\* Streamline Property Management: Efficiently handle property listings, viewings, and transactions.

\* Boost Sales Efficiency: Enable sales teams to track and manage leads and opportunities more effectively.

\* Data-Driven Insights: Generate reports and insights to understand market trends and client needs. Specific Outcomes:

\* Faster Client Response Times: Reduced response times to client inquiries.

\* Increased Conversion Rates: More effective lead tracking and follow-ups.

\* Improved Customer Retention: Enhanced relationships with personalized interactions.

\* Increased Productivity: Sales and service teams spend less time on manual data entry and more on client engagement.

\* Better Market Understanding: Enhanced analytics for market trends and demand prediction.