

INDECIMAL – Company Overview & Customer Journey (Internal Reference)
Version: 1.0
Audience: Support, Sales, Product, and AI Assistant Knowledge Base
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1) One-line Summary

Indecimal provides end-to-end home construction support with transparent pricing, quality assurance, and structured project tracking from inquiry to handover.

2) What Indecimal Promises (Customer-Facing Commitments)

- Indecimal positions its offering as building “confidence” through commitment, not just contracts.
- The approach emphasizes clarity and trust across the construction and ownership journey.

3) What We Strive For (Operating Principles)

1. Smooth Construction Experience
 - Step-by-step support throughout the project.
2. Best and Competitive Pricing
 - Fair pricing with no hidden charges.
3. Quality Assurance (445+ checks)
 - Strict quality control at every construction stage.
4. Stage-Based Contractor Payments
 - Payments released only after verified completion.
5. Transparent and Live Tracking
 - Clear agreements and real-time online project monitoring.

4) Differentiators Highlighted on the Website

Indecimal highlights the following as key differentiators versus typical market alternatives:

- Warranty & post-delivery support: long-term warranty/maintenance commitments.
- Transparency: 100% transparent pricing and process.
- Timelines: fixed project timelines, with penalties for delays.
- Quality assurance: branded materials and on-site quality checks.
- Updates: real-time project tracking dashboard and visibility.

5) Customer Journey (“How We Work”)

The publicly described journey is structured in stages so customers know what happens next:

- 1) Raise a request
 - Customer shares plot details and vision; team connects to start.
- 2) Meet our experts
 - Consultation with architects and construction specialists.
- 3) Get home financing
 - Guidance through steps from documentation to disbursal (where applicable).
- 4) Design your custom home
 - Collaborative architectural design tailored to the family’s needs.
- 5) Receive plans
 - Detailed design + cost plans with transparent pricing.

6) Book with us

- Customer confirms the project with milestone-based payments and clear timelines.

7) Real-time construction progress

- Stage-by-stage tracking with live photo updates through the app/dashboard.

8) Interior

- Optional interiors journey: concept-to-completion customization.

9) Move in to your dream home

- Handover with maintenance and structural warranty positioning.

10) Maintenance

- Post-handover maintenance support as part of Indecimal's long-term care positioning.

6) FAQs (for the AI Assistant)

Q: Do you provide real-time progress visibility?

A: Indecimal's public flow mentions real-time construction progress tracking with live photo updates through their app/dashboard.

Q: How does Indecimal reduce hidden surprises in pricing?

A: The flow emphasizes receiving plans that include detailed design and cost plans with transparent pricing and "no hidden surprises."

Q: What makes contractor payments "stage-based"?

A: The "Why Us" section states payments are released only after verified completion.

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