

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.