

## **GM&K Ltd.**

### **Industry:**

Real Estate

### **Region:**

United Kingdom

### **The Client:**

Client is a real estate service provider. He provides help to customers finding properties according to their budget and needs.

### **The Business Need:**

When client approached to eLuminous Technologies, he was seeking help with research on properties available online, outbound calling to property agents and verifying and checking the availability of the properties, checking real estate portal messages and emails, answering emails, answering calls from agents/potential buyers, providing information about the properties and scheduling showing, maintaining social media profiles etc.

### **eLuminous Technologies Solution:**

Client wanted us to research on various properties that are available fitting to the criteria led by his customers like budget, area, amenities etc. We then researched the properties matching to the criteria and contacted the property and land owners to confirm the availability, rent and other aspects. Once confirmed we then forwarded the same to our client so that he can take it further.

We evaluated his requirements, studied his accounts on various online real estate portals first. We understood the real estate advertisements requirements that he wanted us to update on regular basis, as and when any new property is listed for sale or rent. Accordingly, we prepared a schedule and as per the schedule we started updating his accounts.

Moving ahead, we studied his email accounts to better understand kind of inquiries his business used to receive. Accordingly, we classified the type of emails and the kind of responses those emails should receive and prepared our work plan to manage his email inbox.

Also, sticking to the knowledgebase created, we prepared a work plan to answer his calls and his brand management.

## **Benefits:**

Reduction in time required to research and find out the matching properties, quick turnaround in customer service, improved ROI, improved customer satisfaction, reduced cost on operations.