

Case Study: Real Estate CRM Solution for Panom Developers

Introduction

Panom Developers, a prominent real estate company, required an efficient system to streamline their sales processes, manage leads, and automate their customer journey. Initially, they opted out of a pre-sale process but later expressed interest in implementing a comprehensive CRM solution. We developed and deployed a tailored CRM system to address their needs, ensuring seamless management of leads, customers, deals, and payments.

Challenges

1. Manual handling of leads and customer details.
2. Inefficiencies in deal creation and management.
3. Complexities in managing project data, payment schedules, and government charges.
4. Delays in invoicing, payment tracking, and document generation.
5. Need for automated reminders and interest calculations.

Solutions Implemented

1. Master Data Setup

To enable structured project management, we developed master modules:

- Projects: Details including project name, address, RERA ID, and active status.
- Wings and Units: Information on building numbers, floor plans, and unit configurations.
- Parking: Slots with specifications like type, location, and availability status.
- Charges: Fixed government charges and customizable additional charges for all projects.
- Payment Slabs: Defined schedules specific to each project.

2. Lead Management

Enabled capturing of customer details via walk-ins or inquiries. Simplified conversion of leads into customers with a single click.

3. Deal Management

Automated the creation of deals with dropdown selections for project, wing, and unit details. Included options for purchaser type, nominee details, and parking charges. Integrated charges and GST auto-calculation, saving time and reducing errors.

4. Demand Invoicing

Allowed automatic generation of invoices upon slab completion. Provided options to download, edit, or directly email invoices.

5. Payment Tracking

Streamlined recording of payments and issuance of receipts. Automatically reflected invoices in the payment module for tracking.

6. Document Generation

Automated generation and emailing of essential documents:

- Sale agreements
- Possession letters
- Cost sheets
- Payment receipts

7. Interest Calculations & Reminders

Configured automatic interest accrual for overdue slabs after 7 days. Scheduled email reminders for pending payments on the 8th and 15th days.

Key Benefits

1. Time Efficiency: Automated workflows for invoicing, payment tracking, and document generation significantly reduced manual effort.
2. Improved Accuracy: Predefined charges and automated calculations minimized human errors.
3. Enhanced Customer Experience: Prompt communication through automated reminders and emails improved customer satisfaction.
4. Streamlined Processes: Centralized data for projects, payments, and customer details ensured better control and accessibility.

Conclusion

The tailored CRM solution transformed Panom Developers' operational efficiency, enabling them to better manage their real estate projects, leads, and customers. The scalable design ensures adaptability for future enhancements, including the integration of a potential post-sale process.

This case study highlights the successful deployment of a CRM solution tailored for real estate operations, setting a benchmark for similar implementations in the industry.