



Featured Image: Karle Town Center

Image Copyright: Karle Infra Pvt. Ltd

## BACKGROUND

Karle Infra, a relatively new developer, has a large township project near Hebbal in Bangalore. Wanting their first large venture into real estate to stand out, they added a few features they felt customers would really like. For example, in their residential tower called Vario, they introduced a concept of modular spaces that could be customized with the help of movable walls. This was not only unique, but it also gave buyers tremendous flexibility. For example, when having guests staying over they can convert part of their living room into a spare bedroom. Karle wanted to ensure that the time, effort and money that they were putting toward this unique product, increased their sales.



## PROBLEM STATEMENT

1. At this point in time Karle had three sales executives. One of them, Usman, had far better results than the other sales executives. In fact, the **conversion rate** of Usman was more than three times that of the other two. Not only did we want to help further increase the conversion rate of Usman but also bridge the gap between him and the others.
2. Karle Infra invested a great deal of time, resources and planning to add innovative features to their projects. Their concern was to make sure that it is visible to every prospectus buyer who would take the effort to visit them.
3. Thirdly, Karle wanted to create a customer experience that was as innovative and modern as their project while also showcasing their values and USPs to create a memorable visit for the customer.

## SOLUTION

1. With our solution we managed to get two birds with one stone, since this solution applied to both the first and second problem. We first interviewed all three sales executives to find out what made one so much more effective at his job. The reason behind this was that Usman explained how Karle had put in so much thought behind the design and features of their apartments and the township, whereas the others recited specifications such as cost per sqft, types of fittings and floorings. For example, in their luxury 3bhk apartments Karle had only one large balcony. The thought behind it was to have a balcony that was like an outdoor extension of the living room, a place for barbecues and socializing. Usman used to help create a mental picture in the minds of the customer of hosting parties and social events in their new home whereas

the others had nothing to say about this decision to make one large balcony. This led their customers to feel like they were not getting their money's worth with Karle.

To bridge the gap and help all sales staff sell the same story, we created an easy to use sales application on tablets. The application assists the sales executive to take the customer on a journey, a journey where the customer discovers the USPs of the project through an interactive experience. This experience is also tracked so that Karle's management could see what topics the executive discussed and how much time they spent on it. It is also rich in media, it showed the customer what Karle wanted them to see.

2. Being able to review the sales process with data, opened up the opportunity to discuss it with their executives and constantly strive to fine tune it. To this day, we get regular change requests from Karle as they find new ways to improve their customer interaction which of course leads to better sales. They even made changes during the lockdown, which thanks to our platform where all our applications are built on, is easy, quick and very cost-effective.

Through our application, the sales executives could showcase the following with the customers:

- View and compare floor plans
- View live-pricing details
- Email digital brochures
- Enjoy a paperless booking process
- Show live inventory in a visually pleasing and easy to understand way
- Make bookings
- Collect customer details.

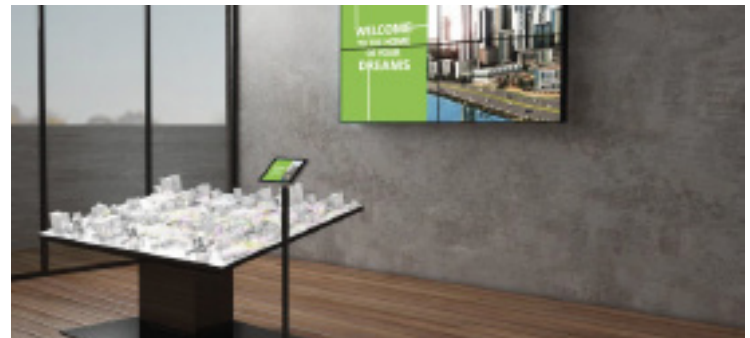
3. Along with our sales applications, we also created a physical model of the entire project built onto a tabletop screen that can be animated and controlled by a remote tablet. The model and remote app demonstrate the thought put into the project and highlight each feature with the help of a video that is projected onto another screen built onto the wall in front of the model. Each of these three interact with each other based on the sales executive's inputs.

We also created a remote application for their meeting rooms that is used by the sales executives to present to groups, like families. These three applications together help create an interactive journey for the customer to discover what makes Karle Town Centre the ideal place for their next home.

## RESULT

Karle experienced a rise in their conversion rate by approximately 35% after implementing our solutions. The application also helped in improving the conversion rate by allowing new sales executives to get up to speed very quickly. This was done by helping them learn the talking points by making a highly effective sales pitch for their customers as soon as they joined.

In the real estate industry, high staff turnover with sales executives is a problem and it can have a damaging effect on conversion rates. Baetho helps you keep the sales pitch with you, even when you lose your best executives. We enabled real-time data capture of each stage of the customer journey with live feedback and collaboration to enable sales executives to close faster, another reason for the sales improvement.



## IMPACT

- We reduced the sales cycle by about 40%
- Helped improve brand perception
- Increased employee satisfaction amongst the sales teams
- Improved the flow of information to and from the sales team
- Due to better and more accurate customer mapping, there was a higher consistency in the sales pitch.

All the applications for Karle were built and deployed within 60 days. What typically would have taken 6 months for each application, our innovative solution created multiple applications that not only met the client's time frame but also their budget. Thus, resulting in an affordable and customized solution, much like their project.

**At BAETHO, we build digital experiences that help you take your customer engagement and sales process to the next level. Reach out to us to know more about what we can do for your business or brand**