

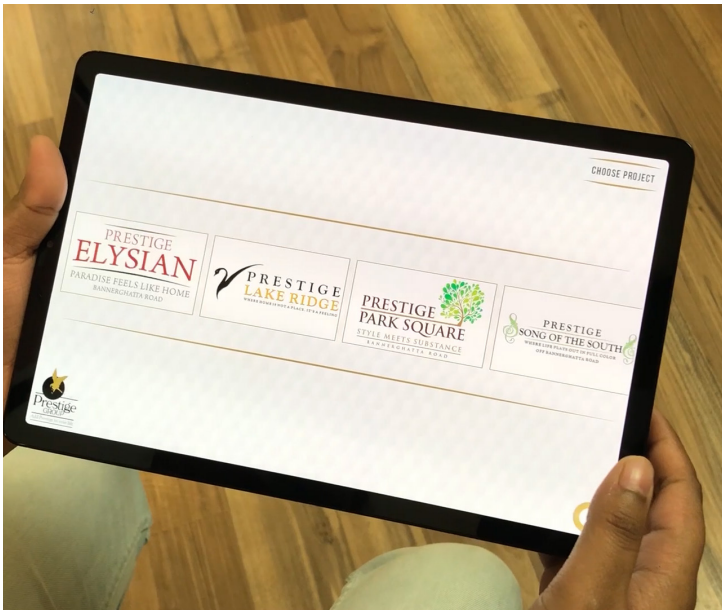


Featured Image: Prestige Falcon City

Image Copyright: Prestige Pvt.ltd City

## BACKGROUND

Prestige Estates is one of India's leading and most prominent real estate developer. They needed a solution that could digitize their entire sales process. One of the driving reasons for this was the recent move to their new headquarters and the creation of a state-of-the-art experience center, where everyone could come and experience all of Prestige's Groups properties under one roof.



## PROBLEM STATEMENT

Prestige Group's problem can be broken into four primary components:

- The sales team updates data on excel sheets which are uploaded by a separate team. This results in manual data entry work. It also created a lot of errors that cost time and money.
- While they had invested in a SAP system, data was not being fed into it due to the parallel system created with excel sheets. Making the data in the server of no use and also analysing it would become meaningless.
- Information on brochures and leaflets can become outdated quickly especially for a company of Prestige's scale. This causes a lot of wastage when reprinting and it is also difficult to keep it's contents up to date.
- Being such a widely known brand, Prestige wanted to distinguish themselves with a customer experience unlike any of their contemporaries.

## SOLUTION

At the heart of our solution is a Sales Application that the sales executives use to help direct and capture their interactions with the customers. This application holds all the details of more than 30 live projects. This includes their pricing, availability, over 250 floor plans and the 300 gallery images. To implement the wow factors to their customer experience, we employed many new and innovative technologies.

- Capturing customer data and booking is done through a sales application which routes the data to the SAP server. Not only did this start to input accurate data into the server in an easy and seamless way but it also made it possible for the server to do the job of managing data instead of having extra staff managing excel sheets.

- The data hygiene on the SAP server was brought up to a very high standard. It was used to have insights into customer trends. For example, they could see how many people looked at the 2bhk apartment or the budget that is the most popular without requiring any extra effort to capture that data.
- All our applications are connected to a Content Management System which allows you to remotely change the content or even the entire experience, from anywhere in the world. This allowed them to easily keep the content up to date and make changes to collaterals like brochures at any time from anywhere.
- To wow the customers, we created a company showcase zone. It housed India's first transparent touch screen LED display. This allowed executives the ability to control a larger LED screen on a wall that was used to highlight all of Prestige Group's various verticals and even highlight the brands positioning as a leader in the industry. We also added a collaboration area within the showcase zone with a touch screen tablet. This helped the executives and customers explore Prestige's projects together. For their meeting rooms we created another solution, this allowed sales executives to showcase and present content to the customers on any of their 40+ projects with real-time pricing and availability.

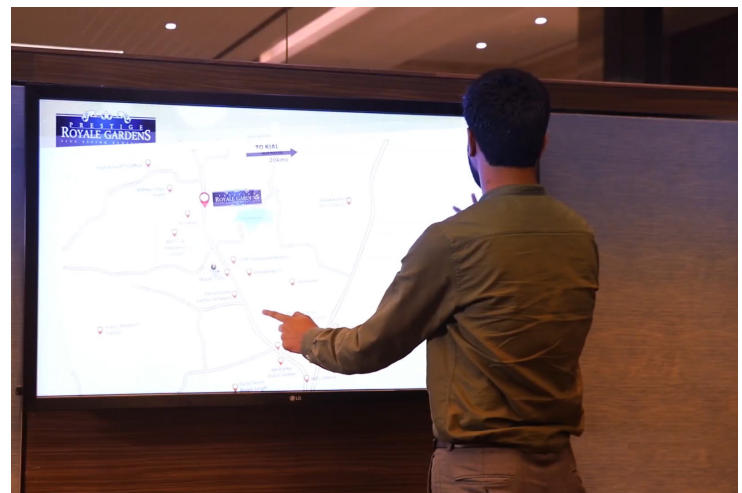
All of these were controlled by a remote application on a tablet or directly on the touch screen television in the room.



## IMPACT

Within 15 days of being presented with the problem statement, we were able to:

- Eliminate the training time required to learn and individually update their ERP system
- Help accelerate their sales-cycle time by ensuring accurate and real time data of pricing and inventory
- Elevate the brand perception of Prestige Estates even further amongst their customers
- Create a brand showcase experience that is uniform for every customer that interacts with a sales team member



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.