



Case Study

Automated Reminder & Status Check

Client

Krishna-Raj Builder's

Vertical

Real Estate Developer

Location

Mumbai

Switch

Panasonic DTA 100

Introduction

Krishna-Raj Builder's is the first to pioneer the concept of self contained townships and commercial business districts which encompass all formats like residential apartments, office spaces, retail and entertainment, virtually making it a mini city with mega comforts.

They has made an impact on the supply side of the modern-day living.

The Need

Krishna-Raj Builder's has ongoing projects in multiple cities with huge number of customers investing at all stages of these projects. They were looking to establish;

- An advance outbound system to intimate the customers for next installment due date and payable amount.
- Interactive Voice Response (IVR) system to greet their customers and guide them for checking the current status of projects and acquiring more information regarding sale.

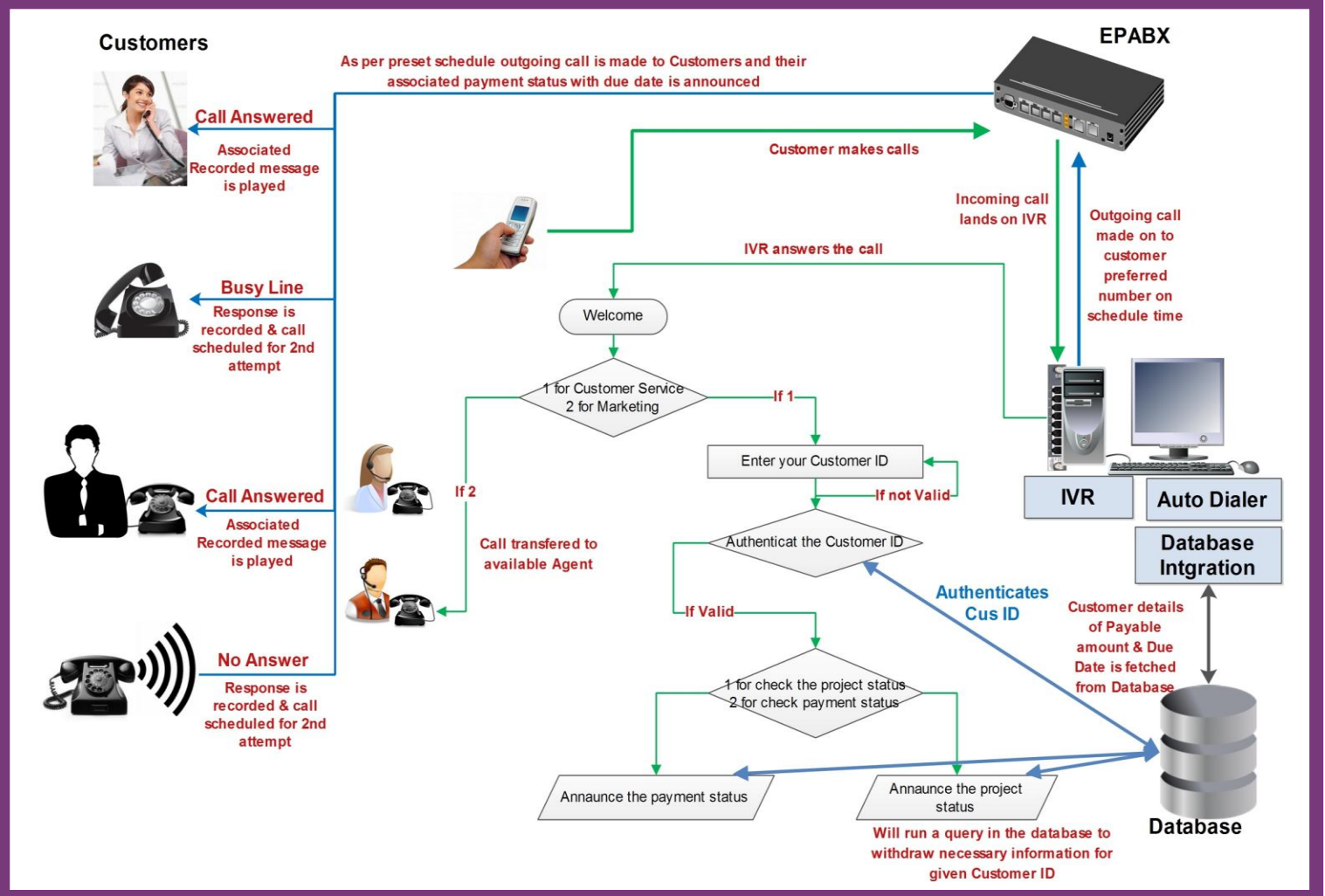
The Solution

Considering the requirements and business process Krishna-Raj Builders, TELESOFT have proposed blend of TS-IVR, Auto Dialer and Database Integration modules that works in seamless synchronies manner to deliver the required functionality.

- ✓ When customer calls Krishna-Raj Builder's enquiry number, call will be answered over IVR to greet the caller 24 X 7.
- ✓ It offers options, if caller needs to make new sales/marketing related enquiry this call will be transferred to available sales agent.
- ✓ In case existing customer calls to know details about their invested projects or payment related status. IVR will authenticate caller by entered Customer ID from database.
- ✓ Authenticated callers will be offered options to get the current status of their project and payment dues. This information will be fetched from database and prompted to the caller.

- ✓ Scheduled payment reminder system is established with Auto Dialer module. This module gets payment schedule details, customer preferable time slot and payment amount information from database. It makes an outbound call as per the schedule and reads out reminder request with payment date and amount.
- ✓ Logs & Reports will be made available for all such reminder call.

Schematic



Conclusion

Krishna-Raj Builder's have lifted their service standards immensely by using such efficient customer management system. All project status and customers account status are available for them and single request. Payment reminder for all customers is made easy with automating this process. Updated database will make sure that all customers receive call as per their preferred time.