



Case Study

CXT

Automation-led Digital Transformation with Salesforce for a leading real estate client

About the Client:

Our client is a large real estate organization managing apartments sales as well as rental apartments. The client wanted help with a solution to automate the end to end rental as well as the sales process.

Who can benefit from the solution:

Real estate agencies, brokers, property managers, housing management organizations.

Business Objectives:

The client was keen to transform its processes to introduce more clarity and ease of use. Another important consideration was to achieve superior productivity and enhanced user experience with automated processes. Some of the key goals to be attained were:

For Customers (Buyers & Tenants)

- Provide self-help and self-service with anytime anywhere access
- Support customer service issues
- Deliver customer experience similar to other B2C portals

For Customers (Buyers & Tenants)

- Digitize the rental and sales processes, including lease management, payment and service
- Automate compliance, background verification and governance for the property portfolio
- Review of assets on a regular basis
- Reduce program costs to deliver value



Solution

Hexaware, as the client's transformation partner, delivered this initiative using an agile implementation approach. The implementation included the following key services:



Strategy and Design

- Reviewed the current state process
- Interviewed key client stakeholders
- Held design workshops with the client and customers to identify friction points leading to better process and design
- Reviewed transaction volumes and transaction process times to improve the customer experience
- Interviewed the customers for comparable consumer experiences



Architecture and Implementation

- Leveraged user personas, empathy maps, and user journeys (to enhance both employee and customer experiences) to define the architecture
- Implemented a robust solution using industry-leading cloud platforms such as Salesforce
- Reliable and real-time integration with payment platforms, accounting systems, and GIS



Change Management and Adoption

- Hexaware worked closely with a marketing firm to engage the customers on executing change management and garnering feedback during the entire lifecycle of the engagement
- Hexaware, the client, and the designated marketing firm worked closely to provide continued education, training, and launch videos for the platform to increase adoption

Hexaware delivered the overall digital transformation leveraging Salesforce (Sales Cloud, Service Cloud, Community Cloud, and Platform Cloud). The solution caters to the rental property as well as the property sales process with an end-to-end ability - from capturing the property details to delivering to the end customer. The solution is delivered with the key tenets of process automation, straight through processing and customer self-service to transform experiences with the below key functions:

Advertising and Listing:

- Capture all property information with pictures, maps
- Bulk create and update properties.
- Block/unblock, release units for rental and sales process
- Define hierarchy of properties as Community - Property - Building - Unit
- Define rental and payment plan at the building and unit levels
- Self-service search for properties on rent and sale.

Sales Process:

- List units available for purchase
- Track prospects interested in property
- Execute campaigns for prospective customers
- Enable property booking, sales order and payment plan
- Highlight offers, discounts and special approvals
- Payment, legal document generation
- Set up payment reminders
- Milestone tracking - Property registration, NOC, transfer, quality certifications and handover
- Tracking forfeiture and cancellation of bookings

Customer Service

- Post sales services for NOC, alternations, Reselling
- Housing maintenance field service
- Tracking of schedule maintenance of assets



Rental Processes:

- Track prospects interested in property
- Campaigns for prospective customers
- Sales process
- Tenant move-in including walkthrough, logistics, maintenance check
- Management of payments such as rental payments, parking fees, pet fees, damage fees
- Rental payment reminders and payment self service

- Tenant move-out processes including maintenance check, damage fee assessment
- Planned maintenance and on-demand maintenance of units and buildings
- Identify delinquent tenants and manage the collection process
- Enforcement processes:
 - o Compliance violation tracking i.e., payment default, periodic background verification
 - o Lease renewal and non-renewal

Benefits:



Sell more with improved productivity



50% decrease in customer efforts



360-degree view of Tenant, Unit, Owner



Central data hub for collecting, storing, and accessing integrated information



Anytime, anywhere access via mobile to buyer as well as seller

About Hexaware

Hexaware is the fastest growing next-generation provider of IT, BPO and consulting services. Our focus lies on taking a leadership position in helping our clients attain customer intimacy as their competitive advantage. Our digital offerings have helped our clients achieve operational excellence and customer delight by 'Powering Man Machine Collaboration.' We are now on a journey of metamorphosing the experiences of our customer's customers by leveraging our industry-leading delivery and execution model, built around the strategy— Automate Everything®, Cloudify Everything®, Transform Customer Experiences®.

We serve customers in Banking, Financial Services, Capital Markets, Healthcare, Insurance, Manufacturing, Retail, Education, Telecom, Hi-Tech & Professional Services (Tax, Audit, Accounting and Legal), Travel, Transportation and Logistics. We deliver highly evolved services in Rapid Application prototyping, development and deployment; Build, Migrate and Run Cloud solutions; Automation-based Application support; Enterprise Solutions for digitizing the back-office; Customer Experience Transformation; Business Intelligence & Analytics; Digital Assurance (Testing); Infrastructure Management Services; and Business Process Services.

Hexaware services customers in over two dozen languages, from every major time zone and every major regulatory zone. Our goal is to be the first IT services company in the world to have a 50% digital workforce.

Learn more about Hexaware at <https://www.hexaware.com>

NA Headquarters

Metro 101, Suite 600,101
Wood Avenue South, Iselin,
New Jersey - 08830
Tel: +001-609-409-6950
Fax: +001-609-409-6910

India Headquarters

152, Sector - 3
Millennium Business Park
'A' Block, TTC Industrial Area
Mahape, Navi Mumbai - 400 710
Tel: +91-22-67919595
Fax: +91-22-67919500

EU Headquarters

Level 19, 40 Bank Street,
Canary Wharf,
London - E14 5NR
Tel: +44-020-77154100
Fax: +44-020-77154101

APAC Headquarters

#09-01, One Finlayson Green,
1 Finlayson Green
Singapore-049246
Tel: +65-63253020
Fax: +65-6222728

Australia Headquarters

Level 3, 80 Mount St,
North Sydney,
NSW 2060, Australia
Tel: +61 2 9089 8959
Fax: +61 2 9089 8989

Safe Harbor Statement

Certain statements in this press release concerning our future growth prospects are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which Hexaware has made strategic investments, withdrawal of governmental fiscal incentives, political instability, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry.