

Enabling Real Estate Excellence with Salesforce

Automate, engage, and scale with intelligent 360° solution

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Industry overview and challenges

India's real estate market enters 2025 with strong growth. Buyers purchased more than 250,000 residential units in 2024¹, and luxury home sales grew by 53% over the same period². Global Capability Centres (GCCs) and technology parks expanded, and driving increased demand for office space. This strong market activity supports a forecast that the sector will grow at a compound annual growth rate (CAGR) of 9.2% from 2023 to 2028, showing significant potential³.

The real estate sector currently contributes around 6–7% to India's GDP, and experts expect it to reach 13% by 2025 and rise further to nearly 15–18% by 2030⁴.

Today, homebuyers and investors demand more than ownership; they seek personalised, transparent, and seamless experiences throughout their journey.

Challenges



Customer and channel partner engagement remains inconsistent.



Documentation and regulatory compliance processes are overloaded.



No centralised platform supports end-to-end operations and customer experience.



Organisations underutilise data for customer targeting and retention



Real-time inventory visibility is lacking.



Systems for visits, sales, and bookings remain fragmented.

1. India Mid-Year Market Outlook 2024-25 report by CBRE

2. India Brand Equity Foundation report

3. Discover key insights into the Indian Real estate sector in 2024 report by IBEF

4. Realising the potential of real estate report by Grant Thornton Bharat

Our solution

Our comprehensive real estate solution, powered by Salesforce, delivers a centralised platform that enables clients to manage projects, sales, and customer relationships.

Key tenets



We implement integrated workflows and automate end-to-end processes.



We provide actionable analytics and live reporting to ensure operational clarity.



We drive consistent, value-oriented engagement with customers and channel partners.



We support scalable operations to align with business growth.

Use cases



Marketing management

Plan and execute marketing initiatives efficiently, including campaign planning, digital channel optimisation, budget tracking, and customer journey orchestration.



AI chat support

Empower customers and channel partners with instant support via the Agentic AI chatbot, reducing call centre reliance and improving response times.



Channel partner management

Onboard and monitor channel partners seamlessly, managing their enquiries, bookings, invoicing, and commission workflows through a single interface.



Agentic AI

Equip brokers, agents, and CRM teams with a unified platform to manage leads, automate follow-ups, and streamline bookings, boosting productivity and accelerating conversions.



Customer communication

Enhance outreach using integrated WhatsApp, SMS, and email capabilities, embedded within the Salesforce ecosystem for streamlined communication.



Key value adds



Unified marketing integration

Integrate seamlessly with existing systems (ERP, Facebook, and more) through a centralised platform.



Data-driven insights

Use reports and dashboards to support informed decision-making.



Automated enquiry capture

Capture enquiries automatically from third-party tools, reducing manual entry.



Enhanced customer engagement

Track and manage client interactions and site visits efficiently.



Streamlined document management

Generate and manage essential sales and post-sales documents with ease.



Scalable operations

Scale operations efficiently to support continued business growth.



Booking and payment tracking

Optimise the management of bookings and financial transactions.





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