

Client Profile

The client is one of Mumbai's premier real estate developer. The Group is currently developing in excess of 35 million sq.ft. of prime real estate, with over 30 projects in and around Mumbai, from Napean Sea Road to Dombivali. The Group has further extended its promise of luxury living with successful projects in Hyderabad and Pune. The Group currently employs over 3100 associates and provides site-based employment to over 25,000 workers.

Business Challenges

The real estate market has always been cyclic and volatile, and the client has faced a difficult landscape in which to grow and succeed. Regardless of what direction the economy and interest rates appear to move, sales volumes have been subdued since 2013. While revenues for the industry as a whole have been declining, the client has faced a smaller proportional decline due to more limited competition.

Tata BSS Solutions

Customer Care & Administration

- Enquiry Support – Project related details like location, price, amenities, availability of bank loans etc.
- Appointment with sales team for interested customers

Outbound Service

- Lead Management – contacting the customers database provided by the client for leads & passing on the prospect list to the sales team

Chat HELP Desk

- Centralize the chat help desk
- Scope of the solution included enquiry support in terms of providing different information

PERFORMANCE HIGHLIGHTS

Achieved 50% lead conversion ratio of interested customers since May 2012.

IT Help Desk: Cost of Support reduced by 50% and increase satisfaction index

Volumes handled per month

- Inbound – 20000
- Outbound – 22000

Engagement since Oct 2012

ABOUT Tata BSS

Tata BSS helps its clients increase its customer base, retain high value customers, protect their brand reputation and provide efficient and scalable BPM services. Tata BSS serves industry leading customers in North America, Europe and Asia across major industry verticals. Inspiring trust and un-complicating business transformations since 2004, Tata BSS is a wholly owned subsidiary of Tata Sons, the holding company of the 142 years old Tata Group.