



**Effective CRM Takes Realty Business To New Heights**  
Next Generation CRM Practices For Real Estate Industry

**HIGHBAR**  
TECHNOCRAT

# Everything You Need To Build A Customer-Centric Organization

Highbar Technocrat 'Customer Relationship Management' on SAP platform comes with industry specific in-built best practises. Highbar, with its deep expertise in designing and deploying integrated SAP solutions for Real Estate, EPC and Infrastructure organizations, has architected this solution with Industry specific templates & value additions. This solution is designed to address critical challenges in business development of Real Estate organizations, thus ensuring:

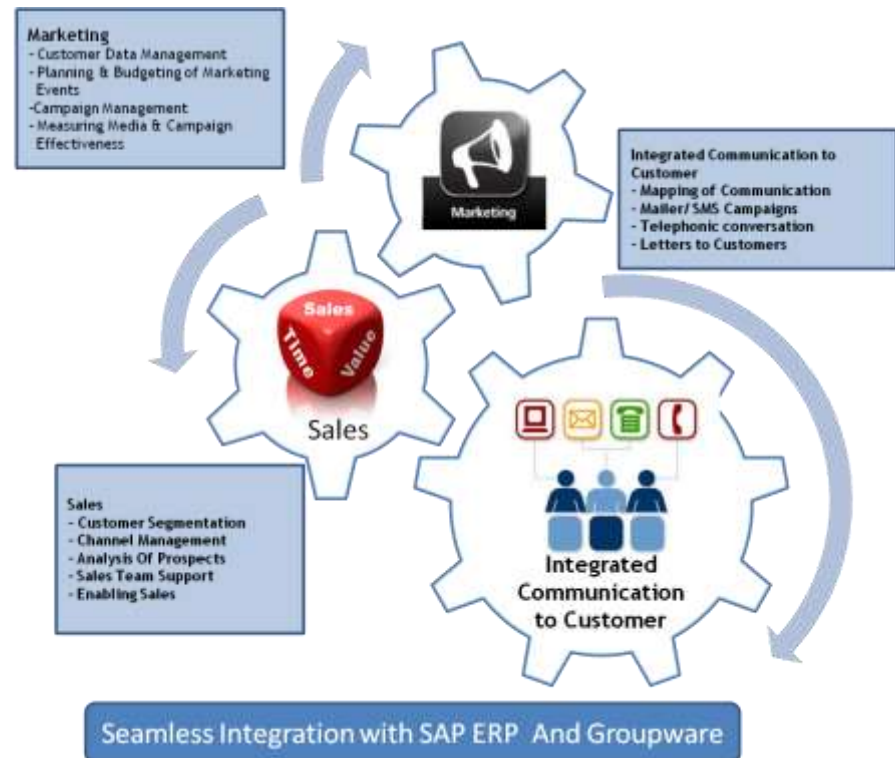
- End-to-end Sales process visibility
- Setup mature best practices for marketing, sales, post sales
- Improved Customer Satisfaction
- Data Integrity and visibility leading to effective decision making
- Seamless integration with SAP ERP ensuring future scalability and reduced cost of ownership

## Key Features

- CRM Marketing - Segmentation based on property type, budget & location, Target Marketing, Sales Strategies
- CRM Sales - Seamlessly integrate customer-facing areas, centrally maintain customer and partner information, and gain control over cost of customer acquisition and cost of providing customer service
- CRM Service - Provide a single, complete view of customer information for interaction, follow up activities & complaint management with customers, enabling you to meet service commitments & hence your performance objectives
- Analytics - Gain a high degree of process visibility and facilitate decision making

## Need for SAP CRM Solution for Real Estate Industry

The challenges faced by real estate industry players in managing existing and prospective customers are summarized as follows:



## Our Customer speaks:

*"We selected Highbar as implementation partner for SAP ERP and CRM because of their strong real estate industry experience. Highbar has proven delivery capabilities in the infrastructure industry. We wish Highbar all the best in their future endeavors."*

- Mr. Umesh Bagul, GM- ERP and Systems, Rustomjee Group.

## Integrated CRM

- Increases internal efficiency and agility through seamless flow of information
- Drives value throughout your entire business network, including customers, suppliers, and partners
- Delivers a faster return on investment (ROI)
- Single Software Partner

## Real Estate Specific CRM

- Highbar provides market-leading scalability and performance needed for a CRM project, Highbar expertise ensures an optimized CRM Solution with proven best practices for Real Estate Business

## Operational CRM

- Supports new levels of interaction with greater convenience through a variety of channels, including phone, fax, e-mail, chat, and mobile devices
- Synchronizes customer interactions consistently across all channels
- User friendly User Interface (UI) makes transactions easier

## Analytical CRM

- Extracts in-depth customer history, preferences, and profitability information from your data warehouse and other sources of information
- Allows you to analyze, predict and drive customer value and behavior and to forecast demand with unprecedented accuracy
- Lets you approach your customers with relevant information and offers that are tailored to their needs

## CRM Solution Helps

1. CRM solutions that are seamlessly linked with the Internet and enterprise applications can help your company shrink operational costs, boost sales, and improve customer service.
2. Higher customer acquisition rates, efficient prospect tracking, improved direct-marketing response rates, greater sales revenue share and profitability with existing customers, less churn - all these factors add up to increased revenues.
3. Lower acquisition costs, remediation of unprofitable customers, automated interaction, increased productivity of field sales and service forces, reduced direct-marketing media costs, optimized inventories, and streamlined business processes all serve to reduce time and costs.
4. Bi-directional exchange of mails, meeting appointments and notes with groupware.

## Benefits:

- **Capture, track** and nurture every lead, from every source
- **Communicate with prospects** using integrated email marketing
- **Employ comprehensive tools** to convert more prospects to purchasers
- **Access a single source** to manage buyers through the transaction process
- **Leverage real-time analytics** for informed decision making
- Quickly identify **cross-sell and up-sell opportunities**
- Easily access **payment history information when linked with SAP ECC**
- Identify **additional purchasing power**—or lack of it of customers
- Identify **availability of property across projects for Sales**
- Generate more accurate & **updated quotes**

## About Highbar Technocrat

Highbar Technocrat, an Associate company of Highbar Technologies (an HCC group company), is positioned to be the most preferred information technology solutions provider for the infrastructure industry. The Company's portfolio of enterprise business solutions, line of business IT solutions, process consulting and IT infrastructure services is aimed at increasing efficiencies for Roads, Ports, Real-Estate, Airports, Railways, Energy, Irrigation & Water supply, as well as urban and industrial infrastructure (telecom, mining), in the private, public and government sectors. Infrastructure domain knowledge backed by IT expertise and strategic alliances, are the key differentiators which enable Highbar Technocrat to provide end-to-end IT solutions for infrastructure organisations.

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