

# Customized CRM Platform for WhatsApp Business

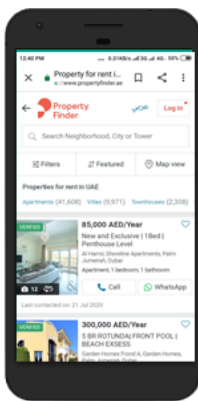


## ADD ON FEATURE FOR REAL ESTATE AGENCIES AND AGENTS

### CURRENT SCENARIO

01

Customer visits Property Portal and selects a property.



02

Contacts the Agent.  
40% - Call + Email  
60% - WhatsApp



03

Call & Email: Agency is notified.  
WhatsApp: No Track Record.



## WHAT'S GOING WRONG?

### A look at the numbers!

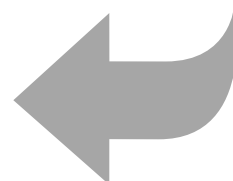
No way of retaining, communicating and utilising >>>>

1 Agency  
40 Agents  
500 Postings  
200 Daily Inquiries  
120 Whatsapp Inquiries/Day  
3000 Whatsapp Inquiries/Month  
36000 Whatsapp Inquiries/ Year



### PROBLEM WITH THE CURRENT CHANNEL

- FOR WHATSAPP ENQUIRIES
  - ❖ NO NOTIFICATION
  - ❖ NO DATABASE
  - ❖ NO WAY OF RETAINING



# THE SOLUTION WE OFFER

## REFERENCE ID BASED ALLOCATION

The Real Estate Agency needs to set- up a unique reference ID for every property in the following format:

XYZ123456\_ABC

- These last 3 characters need to be letters only since the allocation is done on the basis of that only.
- The first 9 Characters (XYZ123456) can be alpha- numeric.

### STEP-1

Customer goes to website, views any property of choice and **clicks on WhatsApp button**. Gets redirected to WhatsApp chat with company.

### STEP-2

On clicking on WhatsApp button, there's a **Pre-set message with Reference ID**. Customer presses the send button.  
Ex: Hello, I would like to get more information about this property you posted on propertyfinder.ae: **Reference: DUB207641\_LKA Price: 160000 AED/year**  
Link: <https://www.propertyfinder.ae>

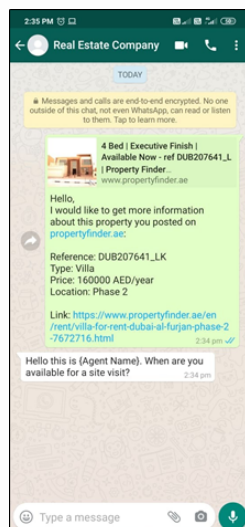
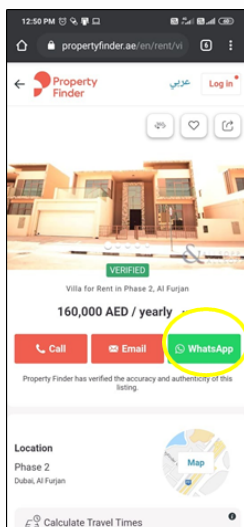
### STEP-3

Message comes on Admin Panel. System reads the message and on the basis of the **Last 3 characters** of the Reference No., chat is automatically allocated to the concerned agent.

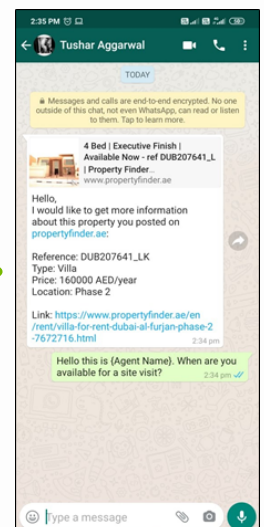
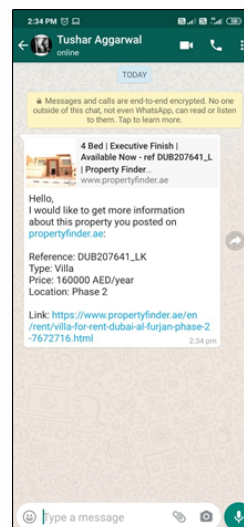
### STEP-4

**Agent is allocated the chat** and the conversation begins with the customer. Customer is chatting on the same number only. **No need for separate number for agent and admin.**

THE CHAT FLOW



FOR CUSTOMER



FOR AGENT SUB-PANEL

# WHAT'S THE BENEFIT?



## MANAGE AGENTS EFFORTLESSLY

Create **agent accounts with unique credentials** and monitor their activity from the Admin dashboard. This can **prevent the loss of potential leads and accumulated database** to the agents, in case they leave.



## ENHANCE YOUR EFFICIENCY

Enhance your efficiency of handling queries by **organizing your contacts with Labels** like landlords, tenants, etc. Further send bulk message to particular label contacts for **targeted information sharing**.



## ONE STOP SOLUTION

Increase your productivity by having **all the customer communication at one place**. Handle more inquiries, manage database, carry out marketing campaigns and much more from a single handy platform and **cut down on extra costs incurred**.



## BE MORE RESPONSIVE

Instantly respond to customers by sending information through **auto-replies or live-chat**. **Share pricing information, construction photos with location, site plan or other information** via My Milky Way and make the experience seamless and instant.



MY MILKY WAY

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