

Challenges Faced by the Organization

These were the challenges faced by an real estate listed firm in India, prior to my joining the firm.

- No defined experience for customers / prospects at any stage or touch point (letting it to just happen), processes normally are defined inside out (not what really mattered to the customers).
- Inability to measure the following:
 - Customers' satisfaction or dissatisfaction levels
 - Customer retention or even churn etc.
- No engagements with the existing customers (*particularly after sales*) or prospects (*unable to assess their needs or preferences*).
- Existing systems were separate / independent and don't talk to each other (*Customer Service purely on emails, Sales working on ERP, Marketing on Excel etc.*), often frustrating the customer (*most feel as if talking to different organization every time*).
- Existing customer service processes and software only added on to customer dissatisfaction (*no tracking of complaints, first call resolutions / escalations or analytics / metrics*).
- No Lead Management in place, making it difficult for tracking leads generated across each project and thereby missing out on several opportunities as well as critical analysis for devising future marketing strategies.