

Case Study

Real Estate

How a Leading Real Estate Platform 10x'd Their Operational Efficiency
with Smallest.ai's Voice Agents



smallest.ai

<https://smallest.ai>

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The Scenario

One of India's top real estate platforms, managing over 450 properties and handling thousands of interactions daily- from prospective buyer inquiries to ongoing tenant support. The company had built a strong lead pipeline but was struggling with manual overload and delayed response cycles, impacting conversion and customer satisfaction.

Despite building a strong lead pipeline which got healthy volume of leads and tenant activity, the client was experiencing:

1. Sales Inquiry Responses take 4-8 hours from initial contact.
2. **48+ hour delays** in scheduling site visits
3. **Overwhelmed teams** handling 100-150 tenant support calls daily
4. **Zero support outside business hours**, leaving tenants and prospects hanging
5. **Missed follow-ups** leading to lost revenue and poor tenant experience

These issues not only increased operational costs but also affected their topline - with leads going cold and customers churning due to delayed or missed interactions.

The Need for Automation

AI Voice Agents

We introduced **smallest.ai's Voice Agents** - a full-stack conversational automation solution designed to sound like real humans, understand real estate-specific queries, and work across multiple languages and contexts.

These voice agents were deployed across both sales and support use cases. They could:

1. **Handle inbound property inquiries** in real-time
2. **Qualify leads** and **schedule site visits**
3. **Follow up with missed calls** and cold leads
4. **Resolve tenant complaints** and **raise maintenance tickets**
5. **Send reminders** for rent payment and **collect feedback** post-visit

Unlike IVRs or standard bots, these Voice Agents were **natural-sounding, context-aware, and seamlessly integrated with the client's CRM** and call center infrastructure.

How it Works

Channel Partner Enablement - We enabled the client's property managers to embed Voice Agents into their lead funnels — automating first-touch responses, screening queries, and scheduling visits.

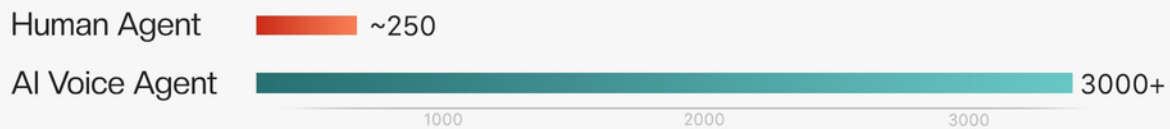
Direct CRM + Call Centre Integration - Our system plugged directly into their backend — syncing leads from web forms, managing missed calls, and routing tickets to the right departments without human intervention. inquiries and tenant concerns.

Our client's internal team was able to save nearly 180 hours per month in repetitive communication. This led to \$2-3 million saved annually in productive time.

The Result?

Use Case 1: Sales & Inquiry Management

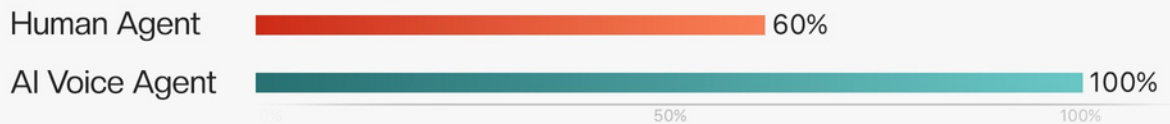
Total Leads Handled Daily



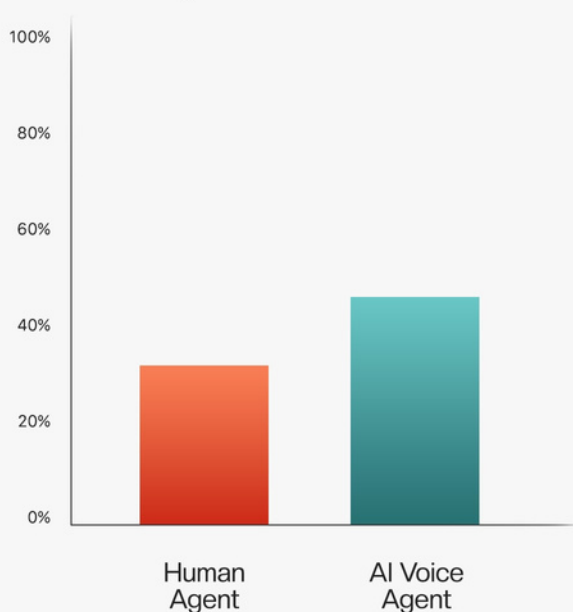
Avg. Response Time



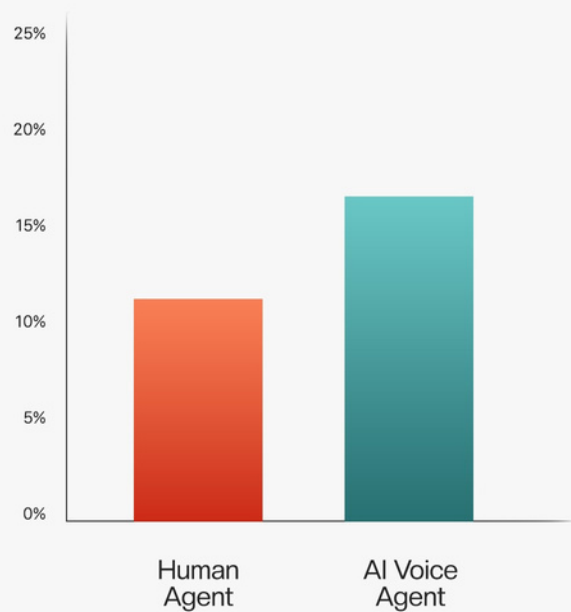
Missed Call Follow-up Rate



Lead Qualification Rate



Conversion Rate (Inquiry to Visit)



Use Case 2: Tenant Support & Maintenance

After-hours Inquiry Handling

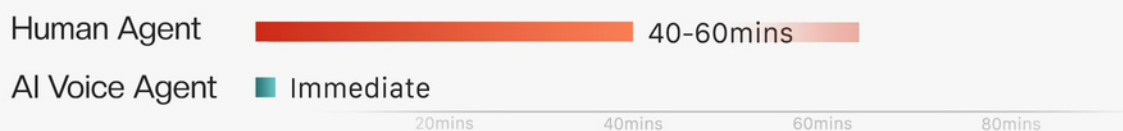
100%

AI Voice Agent

0%

Human Agent

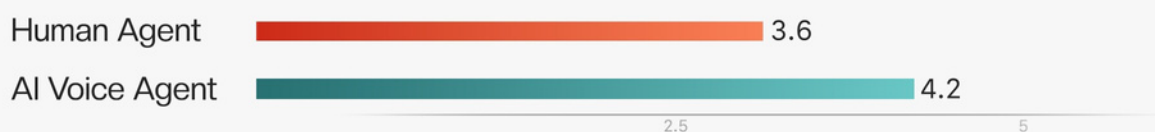
Avg. Response Time to 1st Response



Daily Support Calls Managed



CSAT Score



Unlike traditional TTS bots or IVRs, our Voice Agents were:

1. Trained on **real estate-specific conversations**
2. Designed to **simulate real human tone and pacing**
3. Configurable with **CRM triggers, live data, and behavioral logic**

They not only **reduced the workload** on support and sales teams, but also ensured that **no warm lead was left unattended**, and **every tenant query was acknowledged instantly** - even outside business hours.

Watch Demo Call



Other Use Cases

Property Inquiry

Lead Qualification &
Scheduling Visits

Follow-up & Lead
Nurturing Calls

Rental Payment
Reminders

Tenant Support &
Maintenance Requests

Feedback Collection

Document Collection &
KYC Verification

Real-time Alerts on
Price Drops on New Listings

But why smallest.ai?

Lightning V2 – The Infrastructure Behind Human-Sounding Voice Agents

At the heart of smallest.ai's tech stack is Lightning V2, our proprietary text-to-speech (TTS) model designed specifically for real estate businesses looking to build scalable, real-time, and humanlike voice agents.

Built for the Indian Real Estate Market in 2025, Lightning V2 delivers:

1. **Hyper-realistic voices** that sound indistinguishable from your top sales professionals.
2. **Multi-lingual support** including **English (US, UK, Indian), Hindi, Tamil, Bengali, Arabic, Marathi, Gujarat and Kannada**, along with other European languages critical for diverse property markets. Our Voice Agents can recognise and shift between languages automatically.
3. **Ultra-low 100ms latency** with real-time streaming for natural conversation flow.
4. **On-premises deployment** options for real estate firms with high compliance requirements

	smallest.ai	ElevenLabs
Average MOS Score	4.14/5	3.83/5
Latency (India)	100ms	527ms
Latency (US)	100ms	350ms
Acronym Pronunciation	4.52/5	3.87/5
Long Sentence Quality	4.28/5	3.37/5
Date-Time Handling	3.92/5	3.78/5

Key Findings: smallest.ai outperforms ElevenLabs in 17 out of 20 speech quality categories, with particularly significant advantages in handling acronyms and long sentences—critical for real estate property descriptions and complex contract terms.

Ready to Transform Your Real Estate Operations?

Schedule a demo today to see how Smallest's voice agents can transform your sales operations!

truecaller

mosaic
WELLNESS

Rezolv.

make **my** trip

skit.ai

We've been featured on

Forbes

ET

THE ECONOMIC TIMES

U.S. NEWS Business

Blogs

1. Introducing Lightning V2 - Our fastest TTS model yet
2. Benchmark Report - Smallest.ai vs ElevenLabs
3. Benchmark Report - Smallest.ai vs Cartesia

