

Conceptualization and implementation of customer support mobile app for a leading real estate company in India

About the client: The client, a renowned real estate firm based in Pune, has been creating premium residential and commercial projects since 1970. A full-service organization with in-house architects, engineers, and construction crew, the client has an in-house interior design division that helps design homes as per customer preferences.

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Business requirements: The real estate industry is changing day by day and adoption of technology is rapidly increasing at various levels. With customer engagement and service quality becoming a crucial factor, the client wanted to implement a full fledged new generation customer support platform for its existing customers. This platform would have an end goal of improving and achieving highest ratings for the customer satisfaction.

Solution: Cybage was involved at a very early stage of incubation of this platform. Cybage conceptualized and implemented a hybrid platform with a goal to increase connect and engagement, provide a channel for query resolution, issue management, and implement closed-loop back office workflows to improve efficiency and response time to the customer. Cybage designed and implemented the following:

- A modern, user-friendly, and compelling mobile app for the client's customers
- A backend portal for the client's Customer Support and Servicing department
- A dashboard and data slice-n-dice view of incoming requests and their progress to the client's executives to help them make informed decisions

Tools and technologies: Drupal, Phonegap, and Amazon Web Services

Cybage experts involved: Solution Architects, Business Analysts, Mobility Experts, and CMS Experts.

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