



REAL ESTATE SALES TRANSFORMATION: DRIVING GROWTH WITH A DIGITAL-FIRST APPROACH

DATAMATICS

The client is a leading real estate developer based in the Middle East had been shaping the city's architectural evolution for decades. Renowned for its balanced portfolio of residential, commercial, and mixed-use developments, the company had come to define Dubai's ambition and futuristic vision.

The Challenge: Fragmented User Experience

The client needed a solution that would help users manage all their property needs from a centralized platform. They envisioned a digital ecosystem where customers could seamlessly browse properties across Dubai, empowering them to make informed decisions. In their bid to redefine the experience of home and living, they aspired to create a stunning and engaging user experience—one that not only simplified property searches but also fostered a sense of community and convenience.

These challenges were particularly pressing for the Chief Information Officer (CIO), who faced mounting pressure to modernize the company's digital infrastructure while ensuring seamless data integration across various business functions. The lack of a centralized platform led to operational inefficiencies, data silos, and a fragmented customer experience, making it increasingly difficult to stay competitive in a fast-evolving market. The need for a transformative digital platform became paramount.

The Solution: Seamless Digital Transformation

Datamatics built a cross-platform mobile app where the user could log in and manage properties and contracts and ensure the app's compatibility with different iOS, Android, and Tablet versions

Datamatics also crafted an intuitive and visually compelling user interface that simplified property searches, enabling users to effortlessly browse, shortlist properties, and upload necessary documents for verification. Integrated payment gateways allowed users to generate invoices and make secure transactions, eliminating traditional bottlenecks.

This application was meticulously designed with an intuitive user interface, allowing clients to effortlessly browse properties, shortlist favorites, and upload necessary documents for verification. Integrated payment gateways facilitated seamless transactions, while a dedicated feature enabled users to raise and monitor maintenance requests, ensuring continued engagement post-purchase.

Impact: Enhanced Customer Experience

**High User Satisfaction
and Retention**

27% Increase in Userbase

19% Rise in Revenue

ABOUT **DATAMATICS**

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit www.datamatics.com

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