

Case Study

The Success Story of Emlakjet: Turning Every Interaction into an Experience



July 2024

About Emlakjet

If you are looking for real estate, the solution is clear: Emlakjet!

Since its establishment in 2006, Emlakjet aims to provide the fastest and easiest solutions to its users in their search for real estate for sale, rent or investment purposes. With 60 million page views and 15 million visitors per month, it has become one of the most powerful and dynamic players in the proptech (real estate and technology) sector.

Emlakjet continues to grow rapidly, offering a wide service network in 81 provinces of Türkiye and the Turkish Republic of Northern Cyprus with a **42%**

female employee ratio and a team of more than 200 professionals.

While assuming a pioneering role in the sector with the importance it attaches to women's employment, it provides fast and effective solutions to its users with its competent and dynamic staff.



Offering many important services to its customers such as Jetfırsatlar, Arsa Dünyası, Real Estate Investment Expert, Jet Taşın, Emlakjet is taking firm steps towards becoming the first technological platform that comes to mind in the field of real estate with the vision of providing end-to-end innovative solutions in the Turkish real estate sector.

Emlakjet was acquired by venture capital and venture capital platform iLab Holding in 2014 and is among the iLab Group Companies, which includes leading brands such as **Kariyer.net**, **Sigortam.net**, **Arabam.com**, **Cimri.com**, **HangiKredi**, **Endeksa**, **Neredekal.com**, **ChemOrbis** and **SteelOrbis**. iLab Group reaches more than 50% of Turkey's 71 million internet users through its group companies.

The Need: Measuring and Managing Customer Experience Across All Touchpoints.

Offering services to real estate offices all over Türkiye, Emlakjet needed to measure the customer experience at all touch points and gather insights for a seamless Emlakjet experience.

The customer experience project was initiated with Wiseback at the beginning of 2021 to measure the experience of real estate offices in **new membership, membership renewal and support** processes and monthly **NPS (Net Promoter Score)** score with a detailed breakdown.



And in 2024, the transfer and analysis of user comments from **Google Play** and **App Store** for Emlakjet application and customer comments from **Sikayetvar** platform to Wiseback were included in the scope of the project.

Wiseback Solution: Instant Measurement of New Sales, Renewal and Call Center Experience.

After **new sales**, **service renewal** transactions and each transaction closed at the **call center**, customer-specific experience surveys started to be sent automatically via the SMS channel. Form flows prepared according to the type of experience were prepared with **Wiseback Form Builder**. **Custom CSS** feature was used for designs suitable for Emlakjet's corporate identity.

The image displays three smartphone screens showing the Emlakjet customer experience survey forms. Each screen features the Emlakjet logo at the top and a rating question. The first screen asks for feedback on the sales representative's approach, the second on the customer's approach, and the third on the overall service. Each screen includes a progress indicator (1/3, 2/3, 3/3) and a 'Sonraki' (Next) button. The third screen also includes a text box for additional feedback and an 'Anketi Tamamla' (End Survey) button.

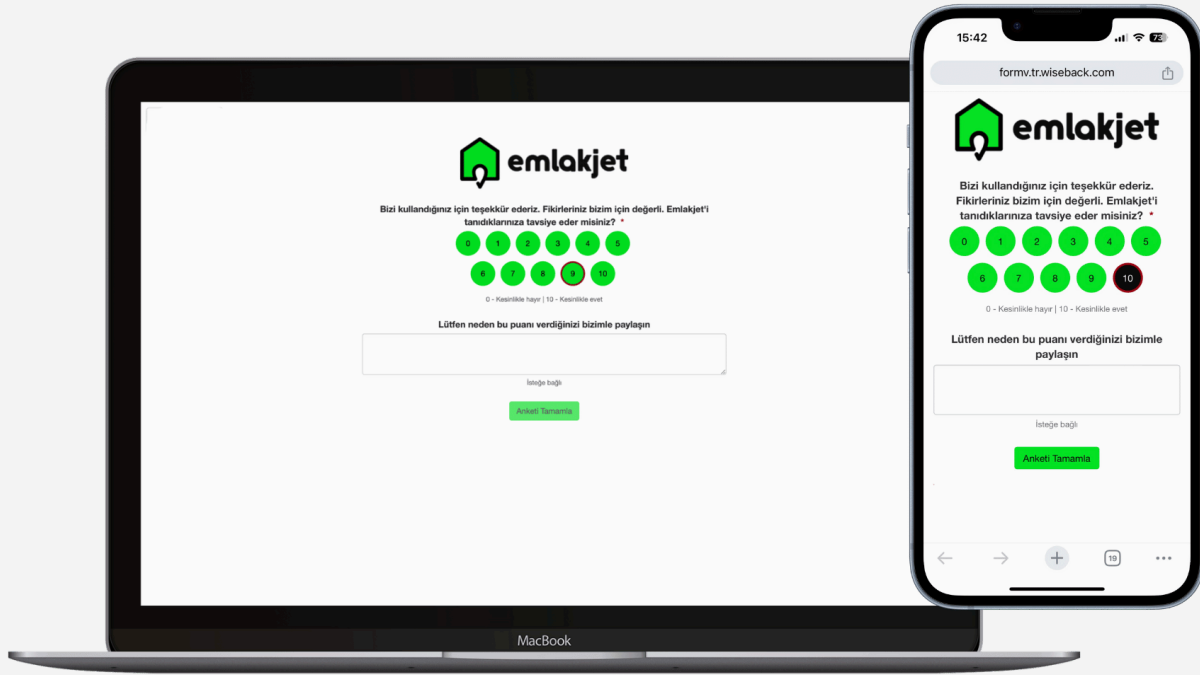
A bidirectional integration of Wiseback with **Emlakjet CRM** system, where all customer transactions are recorded, was realized. SMS messages were sent via Emlakjet's SMS provider with the integration. Experience measurement forms for new sales, renewals and call center transactions were defined in Wiseback.

After these processes, customer experience measurement was ensured through SMS sent automatically for each transaction.

The flow of experience surveys was differentiated according to the experience score. The logical and fast flow feature enabled customers to leave feedback in the fastest way possible.

Wiseback Solution: Monthly NPS Measurements are Performed with CATI.

NPS (Net Promoter Score) is measured regularly every month in order to measure the satisfaction of real estate offices receiving services from Emlakjet and to collect insights. In this process, first of all, monthly NPS is sent via SMS channel, and if no response is received within 3 days, a sample group of customers is called by CATI method and the monthly NPS measurement is completed. Wiseback processes all collected responses instantly with AI support.

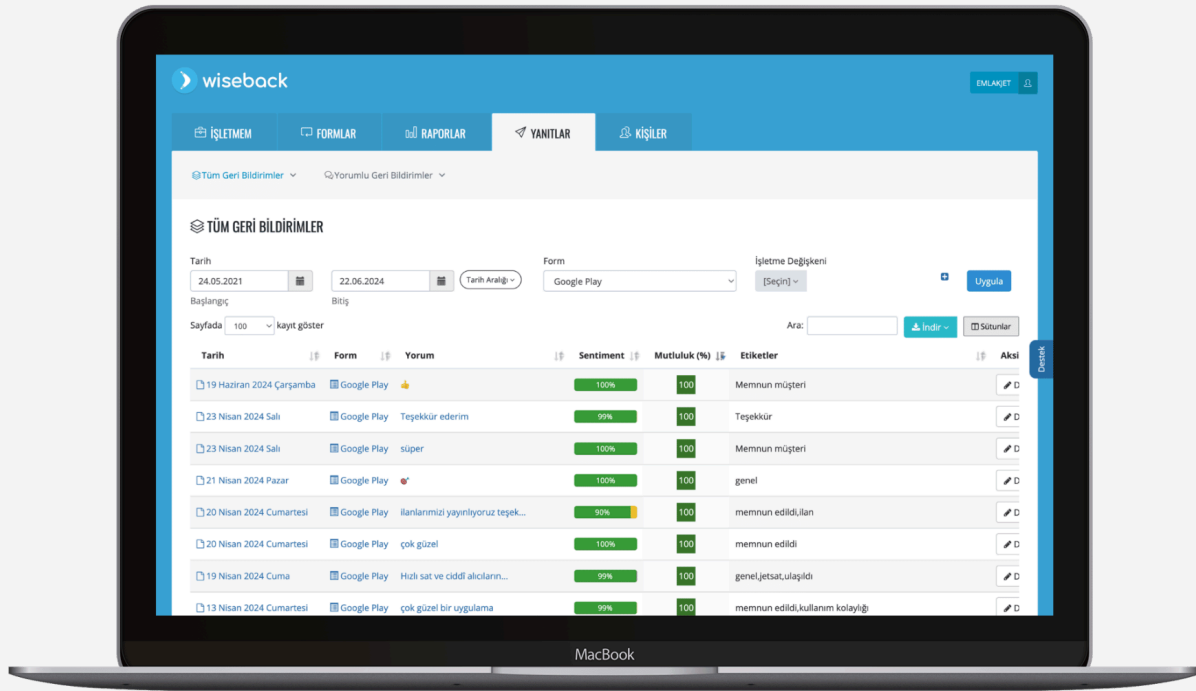


The **unique** form links generated by the Wiseback API for each **CATI call** are associated with parameters such as **segment**, **province**, **district**, **product type**, **sales authority**, **project manager**, etc. for detailed reporting.

Based on NPS scores, customer visits and satisfaction calls are carried out to improve the Emlakjet experience of detractors who score 0-6.

Wiseback Solution: Collecting Google Play, App Store and Sikayetvar Reviews daily.

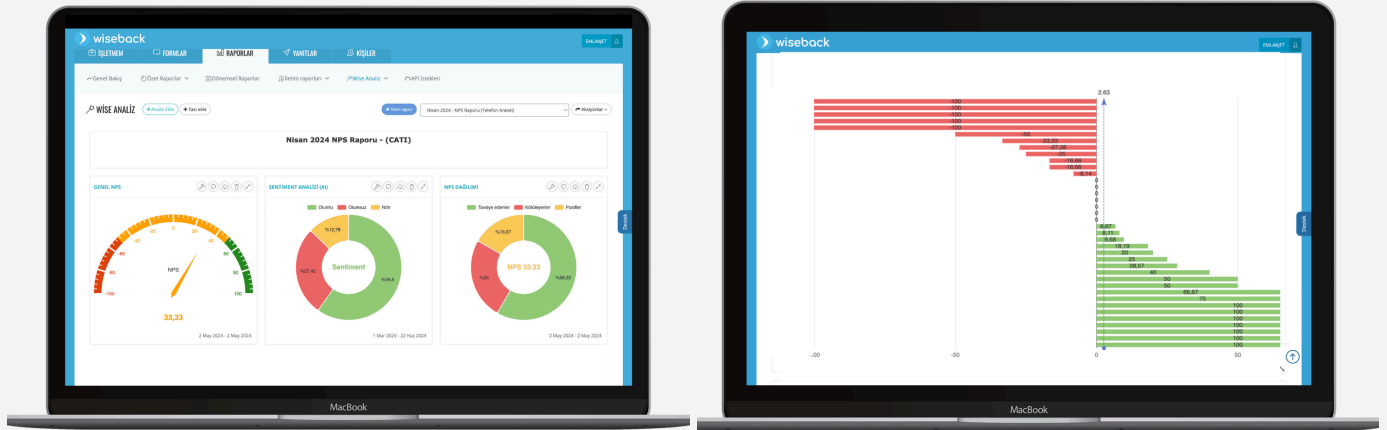
Emlakjet's **iOS** and **Android** application is an important contact point in the customer experience offered and in addition to the application market, there are also customer comments on the **Sikayetvar** platform. Wiseback's **Social Media Monitoring** module is used to monitor and report customer comments in these channels from a single point together with experience data.



Thanks to this module, Google Play, App Store and Şikayetvar comments are processed daily with AI (artificial intelligence) support and transferred to Emlakjet's Wiseback account. While the **happiness rate**, **sentiment score** and **subject tagging** of the comments are realized automatically, e-mail notifications are sent to the relevant people.

Wiseback Solution: All Responses Turn into Meaningful Reports with AI-Powered Analytics.

Analyzing the results obtained from all touch points and taking the necessary actions was the most important stage of the project. Customer comments tracked in **real time** on **Wise Analytics** screens and reports generated with **AI-supported** analysis facilitated a comprehensive analysis of the customer experience.

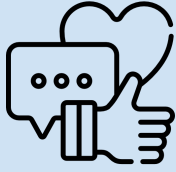


With the **Wise Analytics** reporting module, which allows the creation of **personalized reports** on a **drag-and-drop** screen, reports specific to touchpoints are created, while granular and comparative analysis is provided using parameters associated with responses.

With analyses comparing the NPS score on the basis of **province, sales representative, product type and customer segment**, issues that negatively affect the overall score are quickly identified and the results obtained are included in customer experience processes as **KPIs**.

With AI (Artificial Intelligence) supported sentiment analysis and reports created with topic tagging, **the root causes of open-ended responses** are identified. It has been observed that **high accuracy rates** are achieved in topic tagging with AI using the verbatim repository used by Emlakjet.

Numbers & Results



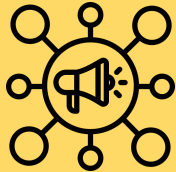
Collected Feedback #

+20K



Change in NPS %

+8.5



Channels

**SMS, CATI,
Social Media**



#of Employees using Wiseback

12



Cansu Demir

CX, CRM & Value
Management Director



Wiseback provides us with the platform we need for our customer experience management project. An important factor for us was the seamless integration of Wiseback's software and services with our CRM system. Wiseback allows us to measure NPS with the detailed breakdowns we want, and allows us to track customer comments on social media on the same platform. The feedback collected in real time turns into the insights we need for the flawless customer experience. We greatly appreciate Wiseback's contributions to our project.



If you have any comments and/or suggestions about this content, please send an e-mail to marketing@wiseback.com.

Contact us to learn more about our solutions to take your CX measurement and management processes to the next level.

 www.wiseback.com

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