HOW A CHATBOT INCREASED SITE VISIT BOOKINGS BY 3X FOR A REAL ESTATE ORGANIZATION

PROBLEM STATEMENT

Sales teams were overwhelmed by manual follow-ups, leading to missed leads and delays in visit bookings.

- Website forms had low conversion to appointments
- No 24/7 lead handling or property Q&A
- CRM integration missing from inquiry flows
- High lead leakage during campaigns

INT.'S SOLUTION

Deployed **chatbots** on microsites to qualify leads, answer questions, and schedule visits.

- ✓ **AI Chatbot with Smart Filters:** AI chatbot with FAQ, brochure, and BHK filters

- ✓ **CRM & Calendar Auto-Sync:** CRM and calendar sync for auto-booking

- ✓ **Real-Time Sales Notifications:** Real-time notifications to sales team

- ✓ **Customizable Admin Panel:** Admin panel for flow customization

- ✓ **Campaign-Based Visitor Analytics:** Visitor journey analytics by campaign

6-Step Applied Process

01

Inquiry Analysis:
Identified top FAQs from historical lead forms.

02

Flow Design:
Designed conversational paths for each property type.

03

Chatbot Deployment:
Embedded bot across multiple live microsites.

04

CRM Sync:
Connected responses and tags to CRM pipelines.

05

Performance Tracking:
Monitored drop-offs, completions, and visit requests.

06

Flow Optimization:
Refined logic monthly based on user behavior.

IMPACT

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3x

increase in conversion from inquiry to site visit

50%

higher engagement on chatbot-enabled landing pages

60%

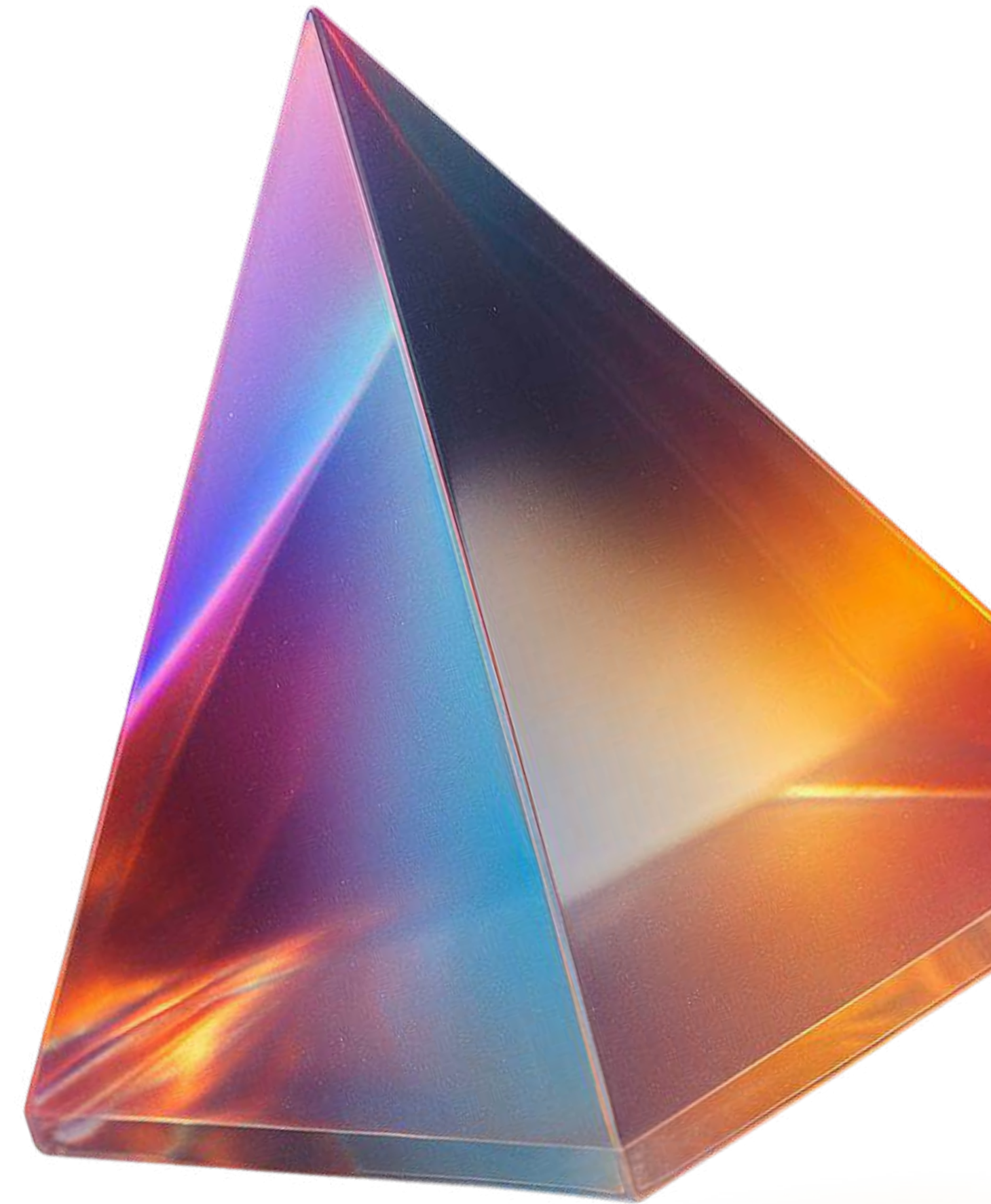**reduction** in manual sales call volume

25%

reduction in bounce rate on microsites

24x7

lead capture and CRM qualification implemented

Sales team productivity improved by 30% through better filtering

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Delight Your Customers
- The easiest way to achieve growth

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