

Sample Case Study

Sector: Real Estate



Audit Scope, Objective & Details



Objective: A leader in real estate advisory space wanted to measure customer experience at various touch points of customer interaction like Call/Meet/Site Visit and measure the integrity level of their staff

Audit Parameters

- Website Experience
- Overall Experience
- Telephonic Interaction
- Site Visit
- Integrity
- Follow up

Audit Details

- No of audits completed: >50
- Number of regions: 3

Shopper Profile

Shopper selection was based on multiple criteria:

- **Age:** 30-40 years old
- **Gender:** Mix of males & females
- **Household Income:** 6-35L per annum

Quality Control

- Detailed shopper briefing on scenarios and guidelines
- Real time reporting- Shoppers were asked to submit the report within 24 hours of audit
- Mandatory proof of visit submission

Approach



1 **redquanta** studied the SOPs and recommended the following format for the audit:

1. Visit the website/Call on toll-free number & take an appointment over the phone
2. Visit to the property site
3. Interact with the Associates/ Advisors
4. Check staff's adherence to SOPs & Integrity
5. Check post visit follow-up



2

redquanta prepared a detailed questionnaire keeping in mind:

- Flow of experience
- Parameters to be measured



3

Shoppers performed the audit and filled the online questionnaire within 24 hrs. of completion of the audits



4

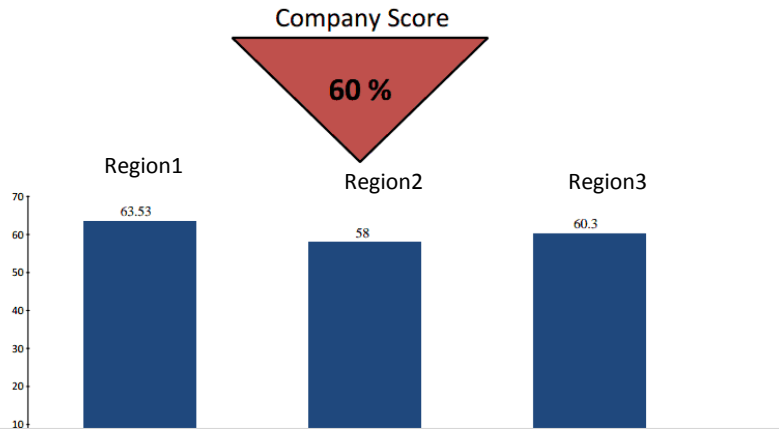
redquanta's team delivered the following:

- Weekly Status Reports
- Cumulative Result
- Macro and Micro insights
- Management Action Plan

Audit Results



Overall & Region Performance

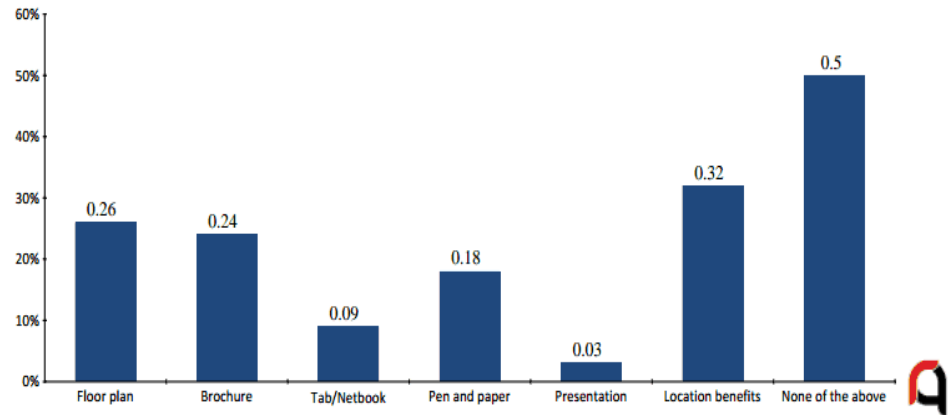


Shopper Insights

"The overall experience was poor as I had shown interest in the site visit, but there was no response from the associate"

"I tried to break the integrity with all the executives I dealt with in different scenarios and it was intact till my last conversation"

Quality of Product Presentation



Key Insights

- 14% of the customers did not receive a call back in 5 minutes after registering themselves on the website
- Integrity broke in 10 audits
- In 36% of the cases the associate never followed up with the customers post audit
- Overall customer experience score is 60%

Management Action & Results



Management Action

- A training workshop was developed to educate the staff about the SOPs
- Incentives of the associates (Call center & Property advisors) were linked to the performance

Results

- **Increased conversions from Telephonic enquiry to Site visits**
- **18% of the visits were from referrals by existing customers**
- **10% increase in converted customers over the next 2 months due to better follow ups**

THANK YOU

GRACIAS
ARIGATO
SHUKURIA
JUSPAXAR
DANKSCHEEN
TASHAKKUR ATU
YAOHANYELAY
SUKSAMA
EKHMET
TINGKI
BIYAN
SHUKRIA
GOZAIMASHITA
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