UC7

Cloud-based call recording for the real estate industry

The real estate industry is one where attention to detail and timing can make or break an important deal. Real estate professionals are constantly on the move between the office and properties, often working from multiple locations in a single day.

Situation

Simon is a real estate agent who owns a small chain of real estate brokerages. The agency offers both sales and property management and has a sizable rent roll. Each day the team deal with new listings, sales management and tenant enquiries. With a team of sales people and property managers, admin volumes are high, and disputes can arise with tenants and landlords of rented properties.

Challenges

- Disputes between tenants and property managers
- Disputes between landlords and property managers
- Ensuring sales agents are compliant with price quoting regulations
- Maintaining tenant satisfaction
- Lost opportunities with the sales team taking a lot of calls on the road

In real estate, customer experience is everything: a lot of Simon's business comes via word of mouth, recommendations and repeat business. To keep customers coming through the door and to continue growing the rent roll, Simon needs to ensure he delivers a great customer experience.

Solution

With call recording and voice artificial intelligence (AI), agents and managers can:

- Receive a transcription of all calls, providing documentation of each interaction with tenants, buyers and vendors
- Refer to a call recording or transcript if there is a dispute with a tenant, landlord or vendor
- Be alerted when a tenant, vendor or buyer experience becomes negative, skip to that part of the call and remediate the situation
- Replay calls taken on the road to ensure they have captured all details correctly.

Conclusion

With a cost-effective and secure call capture solution available via an SaaS model, Simon can alleviate risk in his business with automatic call transcription. He can set up alerts for negative calls with vendors, tenants, buyers and suppliers using voice AI. Cloud-based call recording can be deployed immediately to satisfy the phone-based record keeping needs of his organisation and assist in maintaining a high level of service.