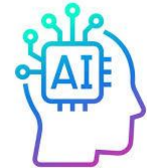




Supercharge Salesforce with Omnichannel communication



REAL ESTATE SECTOR

A woman with long dark hair, wearing a light blue long-sleeved shirt, is holding a large architectural blueprint. She is smiling and looking towards a man in a grey t-shirt who is also smiling. They are in a modern living room with a blue sofa, a small round table with a plant, and a large window in the background. The scene is overlaid with a semi-transparent blue and purple geometric shape.

Enhancing Buyer & Seller Engagement with Integrated Communication

Boost Client Acquisition & Retention with SMS, WhatsApp, CTI & AI.

What ROI & KPI of our Salesforce Omnichannel Communication solution ?

Use Case	Estimated ROI	KPIs
Digital Property Tours	25-40% ↑ in lead conversion	Inquiry-to-tour rate ↑ 35%
Automated Tenant Screening	30-50% ↓ in bad tenants	Vacancy periods ↓ 20%
AI-Powered Valuation	15-25% ↑ in listing accuracy	Days on market ↓ 30%
Smart Contract Management	40-60% ↓ in admin time	Lease renewal rate ↑ 25%
Investment Portfolio Optimization	20-35% ↑ ROI	Capitalization rate ↑ 2-3 pts
Predictive Maintenance	30-50% ↓ in repair costs	Tenant satisfaction ↑ 40%

“We see a rising demand for real-time, personalized communication in real estate.”

USE CASE 1 :Lead Capture & Property Inquiry

Respond Faster, Convert More Leads



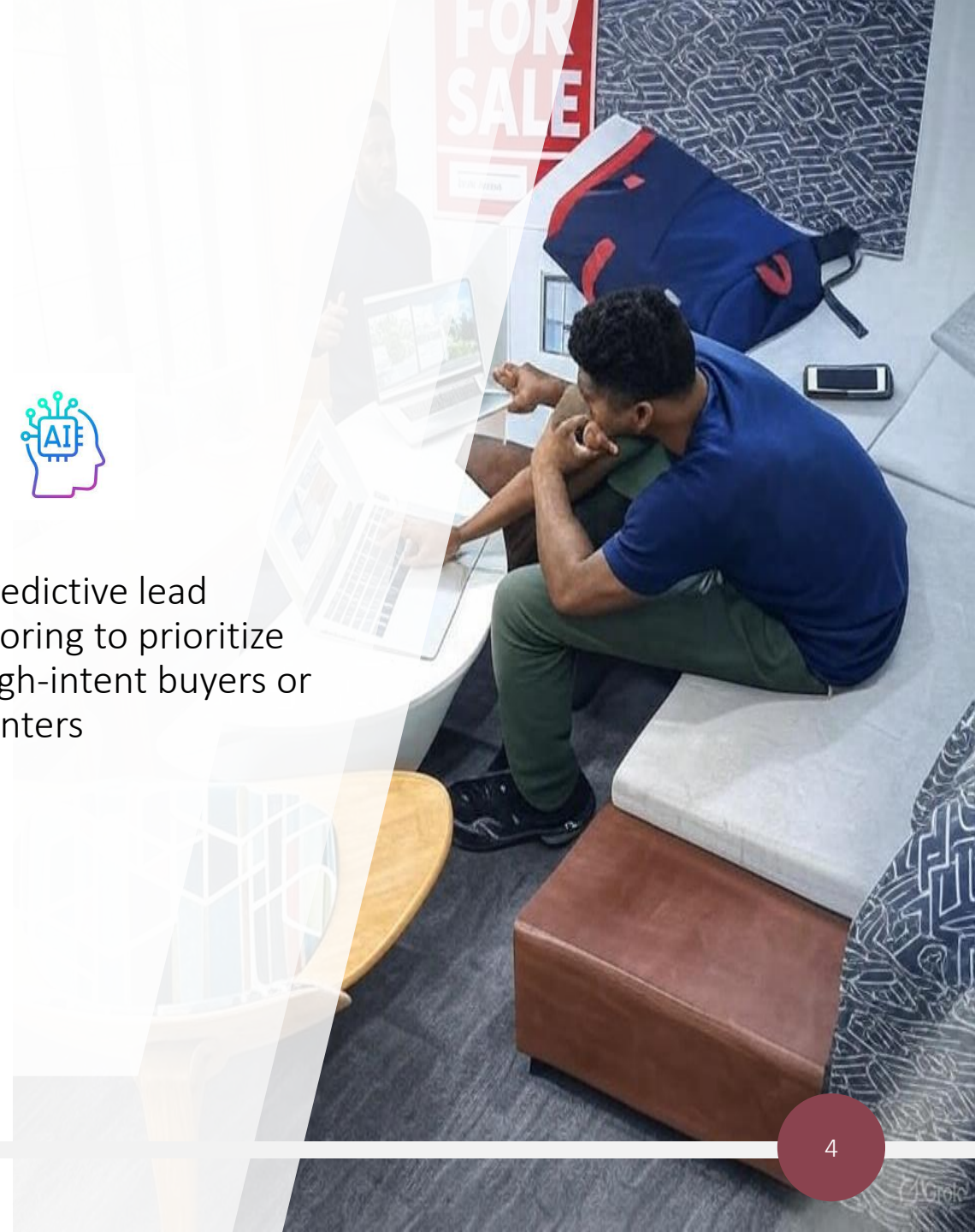
- Instant acknowledgment of property inquiries
- AI-generated property matches based on preferences
- Automated follow-ups based on engagement behavior



- Click-to-call from Salesforce
- Auto-dial call lists for MQL/SQL outreach
- Screen pop-up with client history & financial profile



- Predictive lead scoring to prioritize high-intent buyers or renters



USE CASE 2 : Property Tours & Booking Support *Streamlining Property Showings & Scheduling*



- Tour confirmations & reminders
- Location/map sharing & reschedule options
- AI chatbot for FAQs (availability, amenities, documents)



- Smart routing to agents by location or property type
- Call tagging & tour feedback logging
- Real-time call analytics to optimize agent performance



- Sentiment analysis of conversations to detect hot leads or concerns



USE CASE 4 : Transaction & Escrow Support *Smoother Closures with Proactive Communication*



- Document submission reminders
- Status updates on inspection, escrow, or loan
- Instant confirmation messages



- Callbacks for missing paperwork
- Escalation routing to finance/legal teams



- Risk profiling of deals likely to delay or collapse



USE CASE 5 : Post-Sale Engagement

Building Long-Term Client Value



- Move-in assistance tips & contacts
- Referrals or review requests
- Property management offers



- Follow-up satisfaction calls
- Referral campaign follow-ups



- Client segmentation for future listings or investment opportunities

USE CASE 6 : Agent Productivity & Territory Management

Empowering Your Sales Teams



- Daily lead summaries
- Property assignment updates
- Route optimization notifications



- Agent performance tracking
- Territory-based lead routing



- Forecasting engine for property demand and sales velocity





KEY BENEFITS of SFDC Integration with AI *Why It Works for Real Estate Businesses*

- 360° view of buyer, seller & agent activity
- End-to-end workflow automation
- AI-driven insights for better deal closure
- Unified omnichannel communication tracking
- Higher conversion, engagement & client satisfaction rates



Asklogix

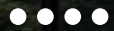


NEXT STEP : Ready to Transform Real Estate Engagement?

- Review your current lead & client engagement workflows
- Identify gaps in follow-up, segmentation & automation
- Launch pilot with SMS/WhatsApp, CTI & AI inside SFDC

THANK YOU

Contact us to craft a Salesforce engagement strategy tailored to your real estate business!



Arnaud MERCIER



+44 7805565876



contact@360asklogix.com



<https://www.360asklogix.com/>