VALUE SPACE INFRA PROJECTS LLP

EXECUTIVE SUMMARY - Value Space Infra Projects LLP is an emerging real estate developer committed to establishing new benchmarks in transparency and integrity within a competitive market. Driven by a highly professional core team, the company prioritizes meticulously planned projects and exceptional customer care. Their strategic initial expansion includes Mysore as the location for their inaugural project, underscoring a cautious yet deliberate growth approach.

THE BUSINESS CHALLENGE - Value Space currently operates with a lean sales and marketing team across Bangalore and Mysore, relying primarily on traditional methods with limited integration of modern digital strategies. To overcome this, they identified a comprehensive set of requirements for digital transformation, including:

- **Centralized Data Management:** A unified database for all operations.
- **Customer & Lead Management:** Robust systems for enquiries, leads, customers, and deals.
- **Sales Enablement:** Tools for quote and sales order generation.
- **Operational Efficiency:** Task and call reminders, site/project modules, and workflow automations.
- **Communication & Integration:** Email, WhatsApp, and social media integration.
- **Third-Party Platform Integration:** Connectivity with MagicBricks and 99acres.
- **Data Security & Reporting:** Enhanced data security, control, and comprehensive reports/dashboards.
- **Training:** Comprehensive training for CRM users.

Solution Implemented: CRM Enterprise Edition

A **CRM Enterprise Edition** was implemented to address these challenges, providing a holistic solution that encompasses:

- **Customer Relationship Management:** Comprehensive customer and deal management.
- **Process Automation:** Streamlining internal processes for efficiency.
- **Enhanced Collaboration:** Improving management and employee relations.
- **Database Management:** Centralized and organized data.
- **Communication & Alerts:** Facilitating better internal communication, alerts, and workflow management.
- **Approvals & Dashboards:** Enabling efficient approvals and providing key insights to management.
- **Mobile Accessibility:** Ensuring all applications are accessible via mobile devices.

IMPLEMENTATION & RESULTS - The CRM setup involved configuring both default and custom modules to meet Value Space's specific needs:

- **Default Modules:**
  - Lead Management (with automations)
  - Contacts
  - Accounts (integrated with Zoho Books)
  - Task Management
  - Proposal Management

- Reports and Dashboards

Custom Modules Developed:

- Site Visit Management
- Deals Management
- Consultant Management
- Vendor Management
- Invoice and Payment Management
- Referral Management Program

Feedback

The successful implementation of the CRM system, coupled with multiple levels of user training, has resulted in strong user acceptance and enhanced customer satisfaction for Value Space Infra Projects LLP.