Flobile
DATA-DRIVEN GROWTH

HELPFINDINGMYAGENT - CRM

Background

An advanced Customer Management System that is integrated into the landing pages to enhance the promotion and management of Real Estate agents and their businesses. The solution has options for agents to update their status and call records and has an advanced reporting system to create campaign-based reports.

Key Challenges

✓ CRM was independent of the landing pages

✓ Campaigns were difficult to manage

✓ Agents did not have one unified system to update status and call records

✓ There was no control over the process of the Agents and the Campaigns.

Results

✓ Single solution for campaign, agents, and CRM

✓ An advanced analytics reporting system

✓ Graphical reports for easy, intuitive review

✓ Agents are assigned separate logins

✓ Landing pages integrated within the system.

Our Solution

☐ Integrated landing page solution

☐ Landing page responses are instantaneously tracked in the CRM

☐ Agents are notified whenever there is a positive response

☐ CRM has advanced agent and campaign management features

☐ Advanced report wizard to generate analytics reports for decision-makers generated by a centralized customer information database

☐ Single repository of data

☐ Easy management of the CRM was provided to the Admin

Technology Involved

- PHP
- AJAX
- JSON
- MYSQL
- JQuery
- Apache
- Linux
- Bootstrap

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