



# Comprehensive Customer Relationship Management Solution Custom Built For Real Estate Companies



# Solution Overview

## Pre Sales



- Inbuilt Integrations
- Lead Life Cycle Management
- Lead Follow up Management
- Site Visit Planning
- What's App Integration
- Cloud Telephony Integration
- Dashboard & Custom Reports

## Post Sales



- Sales Process
  - Inventory Management
  - Booking
  - Discount
  - Agreements
- CRM Operations
  - Demand Generation
  - Payment Schemes
- Collection Management
- Dashboard & Custom Reports

# Pre Sales Solution Highlights

## Inbuilt Integration



With QLeads, maximize your return on marketing & lead generation activities by never losing a lead. QLeads comes with inbuilt integrations with all the major lead generation sources like websites, chat, cloud telephony, Facebook, Google Ads & LinkedIn.

## Lead Cycle Management



QLeads is designed specifically to capture, track and nurture leads optimally for the Real Estate Industry. Features like Site Visit Activity History, Lead Scoring can help sales team with right data points for effective sales closures.

## Email Marketing Automation



Ability to send the right type of messages to the right audience make QLeads an invaluable tool for the front line sales staff!

## Sales Management



Features like Scheduler, Pending Task Management and Call Record increases sales personnel productivity.

## Project Inventory Tracker



QLeads can display unit availability for projects with useful details like Vacant, Booked, Sold or On hold status. Project inventory can be integrated to any CRM systems or can be used as a stand-alone feature.

## Smart DashBoard



Dashboard designed specifically to manage Real Estate Sales are pre-configured in QLeads – actionable insights like leads status, Site Visit status, can help the sales team with the timely & right information for maximum productivity.

# Inbuilt Integration

Capture and Track leads centrally from QLeads.

Inbuilt integrations with all the major lead generation sources like websites, chat, cloud telephony, Facebook and Google Ads. LinkedIn, Portals etc

Maximize returns from your marketing spends – You will never lose track of a lead with E Leads!

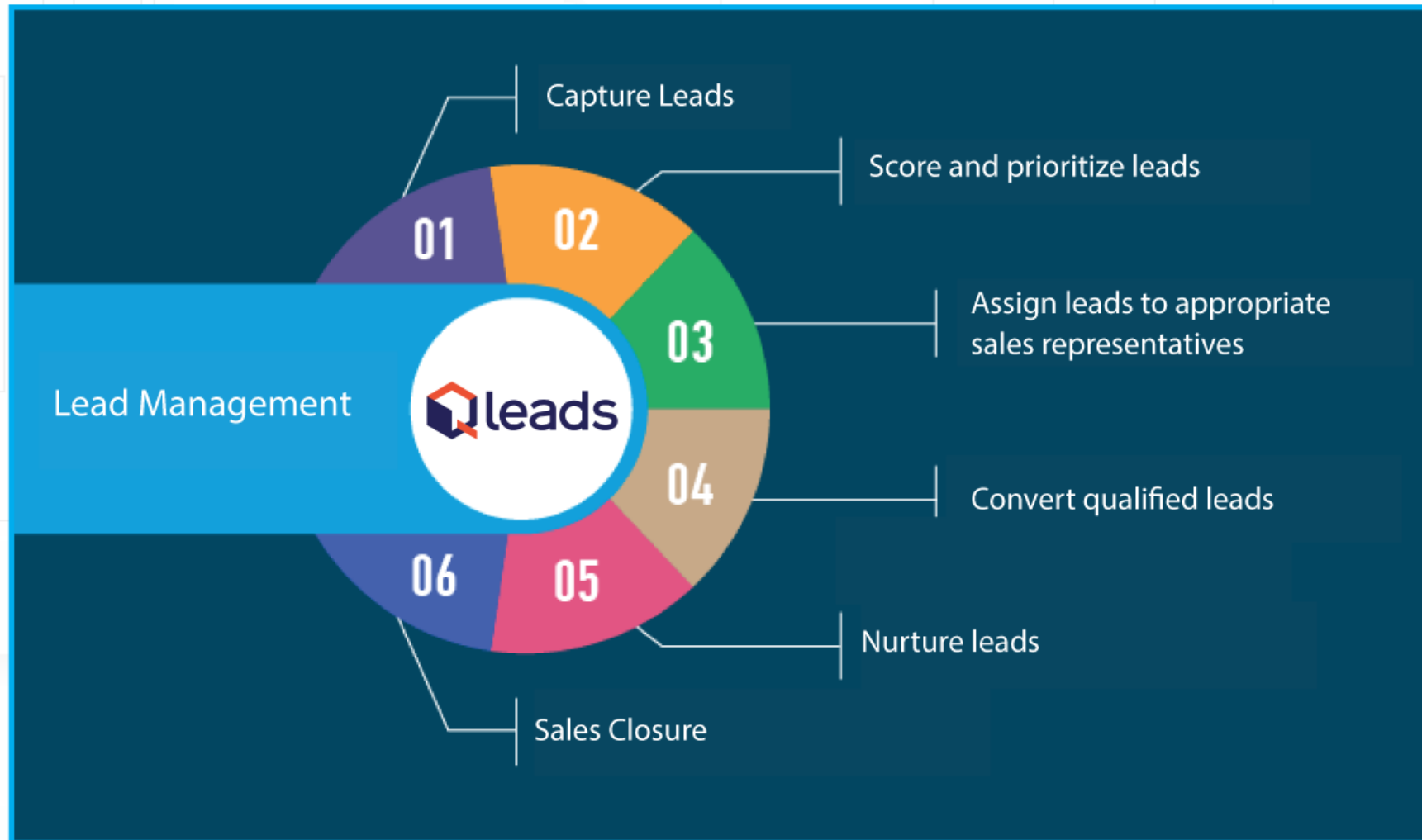


Evaluate marketing campaign effectiveness in real-time with cloud telephony integration!



# Lead Life Cycle Management

Site Visit Activity History, Milestone, Lead Scoring are some of the many features that can help sales teams convert leads to closures without missing any critical point in customer life cycle journey!



# Sales Management

E Leads provides Sales Management module which allows you to reorganize and track the sales process in an efficient way, with multiple configuration options and sales channels.

Salesperson Region Mapping

Salesperson Allocation

Salesperson Target

Salesperson Bulk Allocation

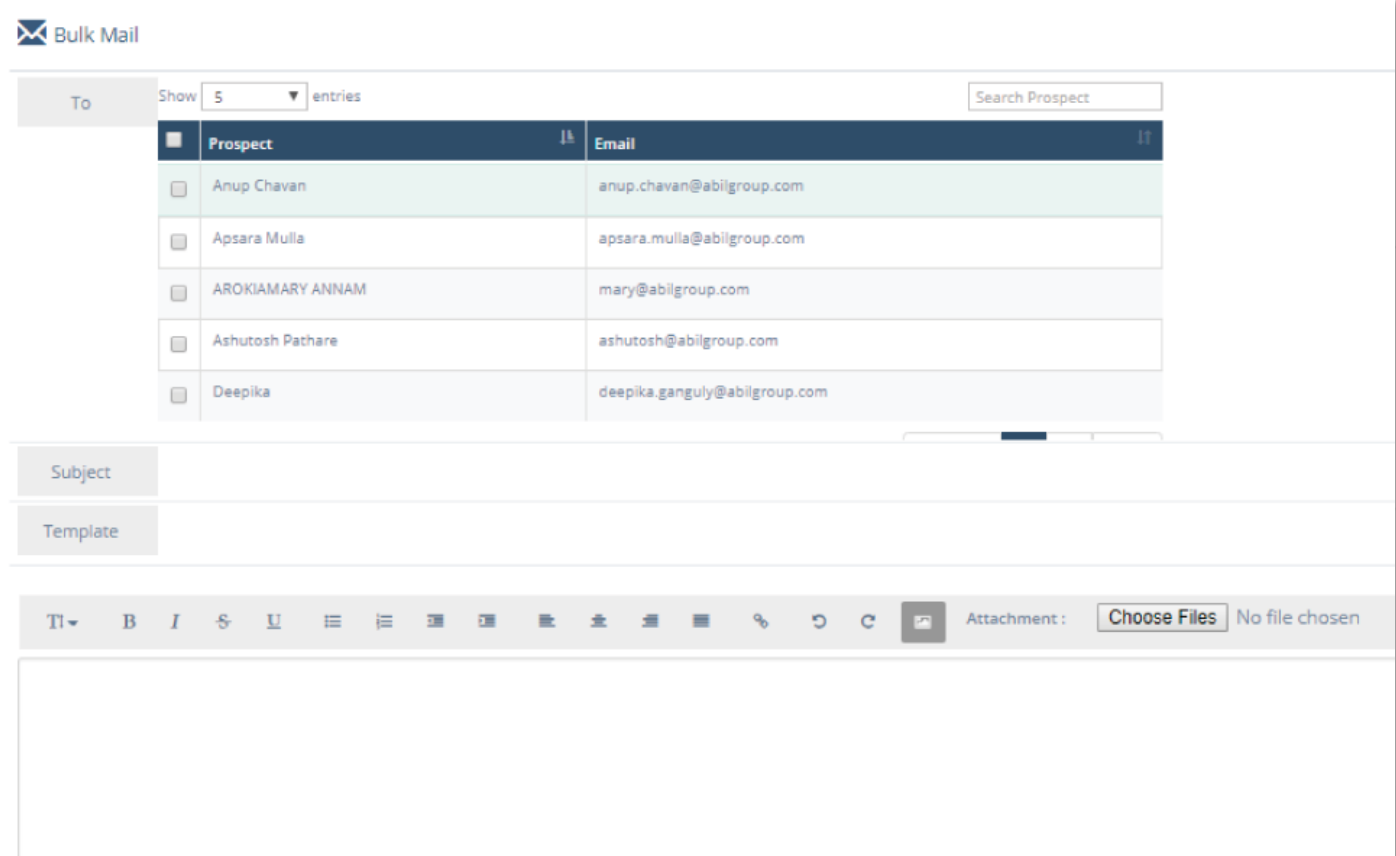
Sales Person Region Mapping   Sales Person Allocation   Sales Person Target   Sales Person Bulk Allocation

Sales Person   --Select--   Save   Cancel

<input type="checkbox"/>	Region
<input type="checkbox"/>	All
<input type="checkbox"/>	East
<input type="checkbox"/>	Mumbai
<input type="checkbox"/>	Navi Mumbai
<input type="checkbox"/>	North
<input type="checkbox"/>	Pune
<input type="checkbox"/>	South
<input type="checkbox"/>	West

# Email marketing Automation

With the email automation in E Leads, you can send the right marketing message to the right prospect at the right time. And it comes inbuilt with list segmentation features.



**Bulk Mail**

To: Show 5 entries

<input type="checkbox"/>	Prospect	Email
<input type="checkbox"/>	Anup Chavan	anup.chavan@abilgroup.com
<input type="checkbox"/>	Apsara Mulla	apsara.mulla@abilgroup.com
<input type="checkbox"/>	AROKIAMARY ANNAM	mary@abilgroup.com
<input type="checkbox"/>	Ashutosh Pathare	ashutosh@abilgroup.com
<input type="checkbox"/>	Deepika	deepika.ganguly@abilgroup.com

Subject

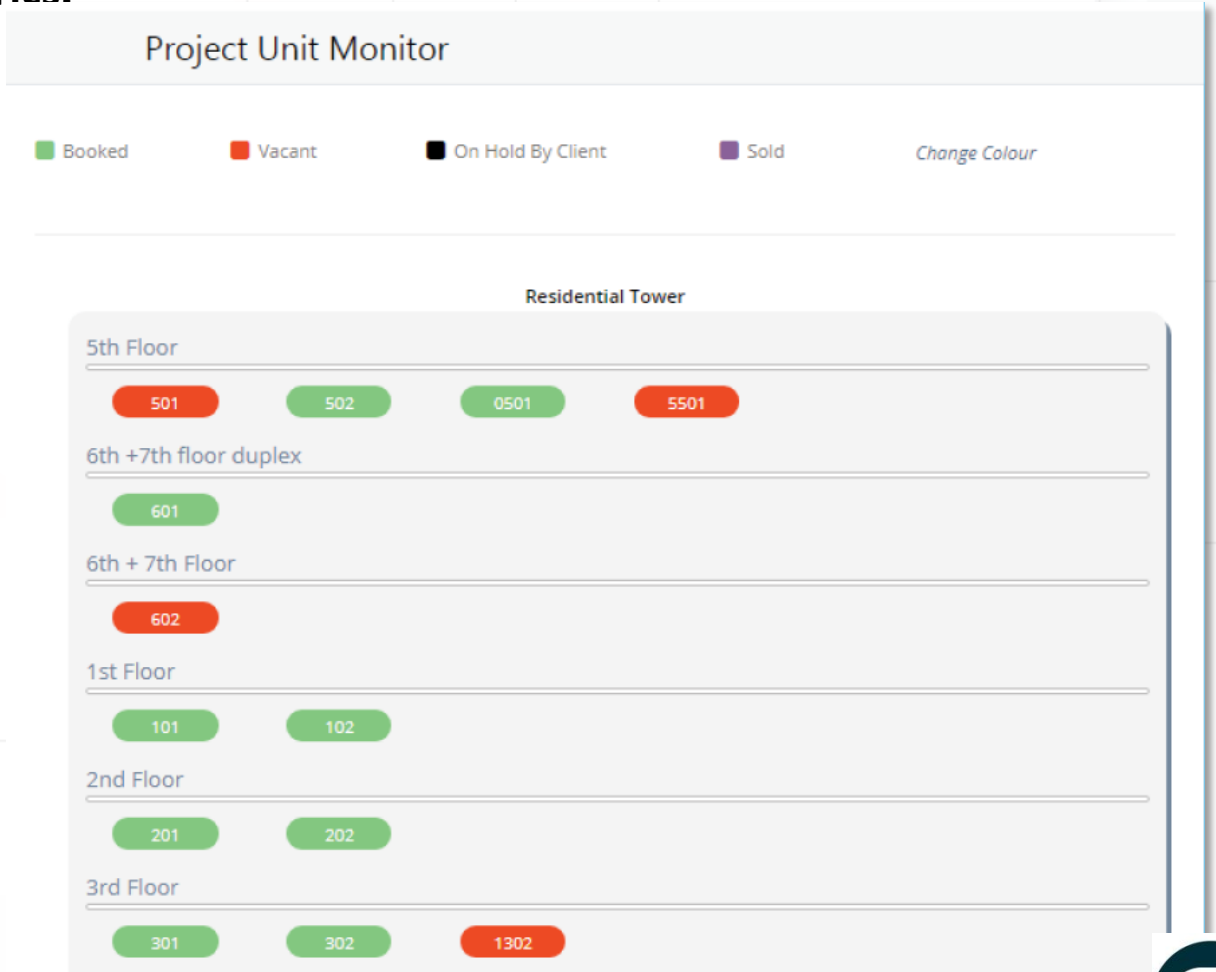
Template

T1 B I U L [List Icons] [Link Icon] [Image Icon] Attachment:  No file chosen



# Apartment Inventory Tracker

Identify and track the projects with their availability of units. This information will be displayed on a real-time basis through infographics. The project unit monitor will display the Vacant, Booked, Sold, On hold by Client units and it does the process of keeping track of all project related metrics.





# Post Sales Solution designed specifically...



# Post Sales Solution Highlights



## Dashboard

- User/Role Specific
- Dashboard Alerts & Notification Auto Scheduled
- Reports Custom Reports



## Sales

- Inventory
- Booking
- Discount
- Agreements
- Workflow
- Receipts



## CRM Operations

- Demand Generation
- Payment Schemes
- Cancellation
- Interest Management
- Broker Management
- Car Park Management



## Collection Management

- Receivables report for various criteria
- Payment Follow-up by Demand Schedule
- Promise-to-Pay follow-up
- Task Management



# Benefits



**Complete Business Control through Transaction Level Configuration.**



**Alerts, Notification on Missed Actions impacting efficiencies**



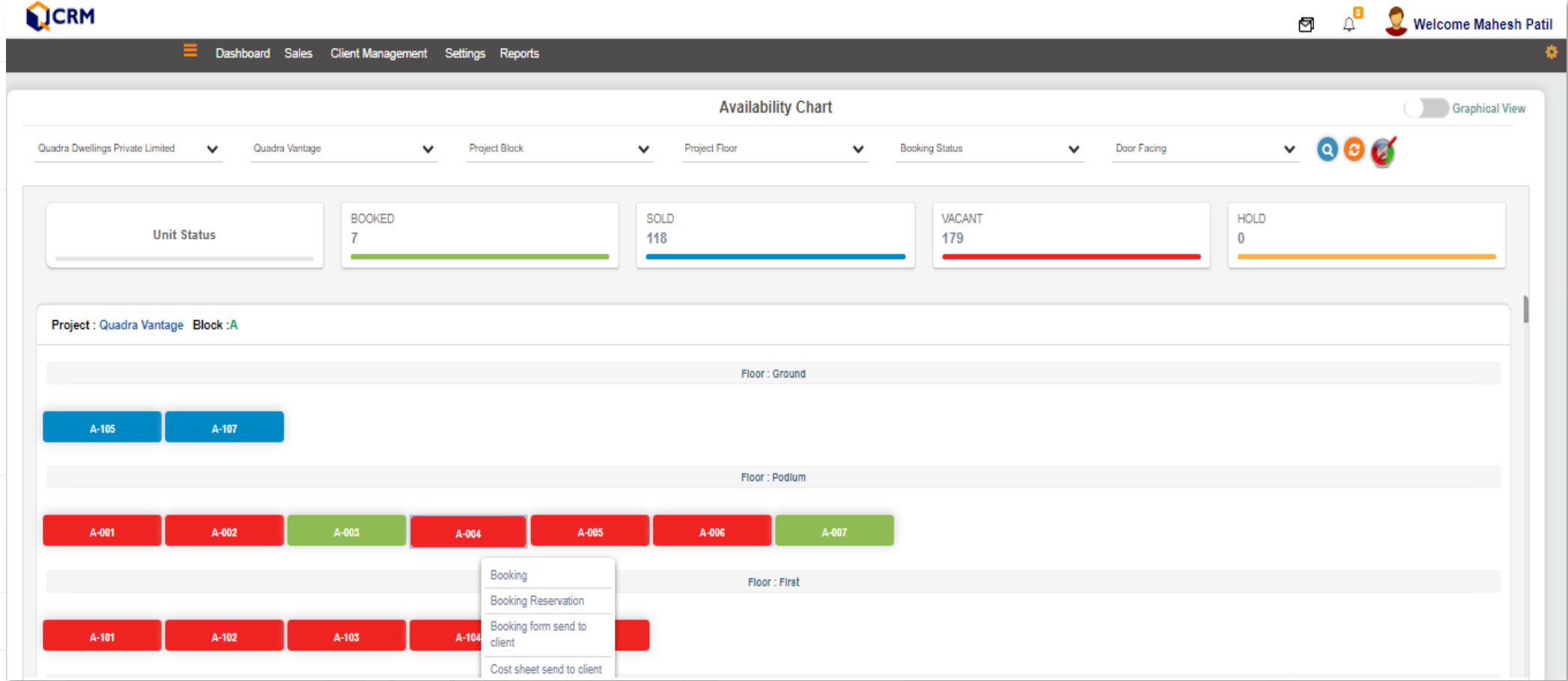
**System driven automation to increase collection efficiencies**



**Dashboard & Custom Reports with Actionable Insights**



**Automation of Sales & CRM Operations through Multiple Cost Sheet Templates, Payment Schedule Options and Discount Level Settings with Approval Workflow.**

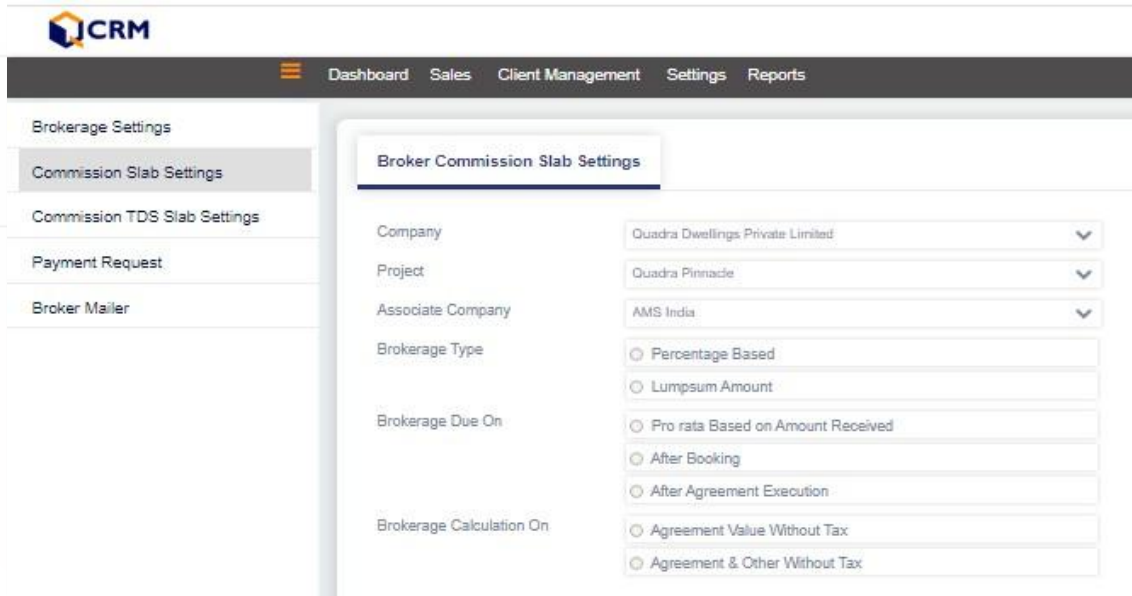


**Multiple Cost Sheet Template Options**  
**Multiple Payment Scheme Offer Options**  
**Option to apply Premium Rate Such as Floor Rise, View, etc.**  
**Real-time Unit Inventory to aid Sales Process with options to Hold & Release!**

**- Controlled & Automated Discount Processes with approval workflow;**  
**Option to run multiple discount offers**  
**- Inbuilt with Industry accepted templates for Sales Bookings – Booking Form, Allotment Letter, Agreement Letter etc.**

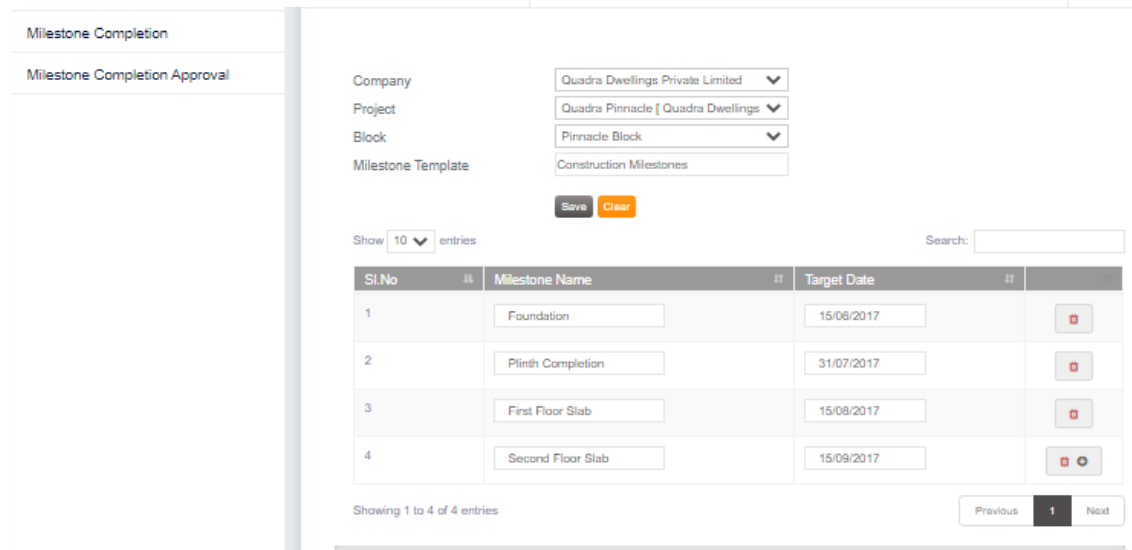


# CRM Operations



The screenshot shows the 'Broker Commission Slab Settings' page in the CRM system. The left sidebar contains navigation options: Brokerage Settings, Commission Slab Settings (selected), Commission TDS Slab Settings, Payment Request, and Broker Mailer. The main content area is titled 'Broker Commission Slab Settings' and contains the following fields:

- Company: Quadra Dwellings Private Limited
- Project: Quadra Pinnacle
- Associate Company: AMS India
- Brokerage Type:  Percentage Based,  Lumpsum Amount
- Brokerage Due On:  Pro rata Based on Amount Received,  After Booking,  After Agreement Execution
- Brokerage Calculation On:  Agreement Value Without Tax,  Agreement & Other Without Tax



The screenshot shows the 'Milestone Completion Approval' page. The left sidebar contains navigation options: Milestone Completion and Milestone Completion Approval (selected). The main content area is titled 'Milestone Completion Approval' and contains the following fields:

- Company: Quadra Dwellings Private Limited
- Project: Quadra Pinnacle | Quadra Dwellings
- Block: Pinnacle Block
- Milestone Template: Construction Milestones

Below the form are 'Save' and 'Clear' buttons, a 'Show 10 entries' dropdown, and a search box. A table displays the milestone data:

Sl.No	Milestone Name	Target Date	
1	Foundation	15/06/2017	
2	Plinth Completion	31/07/2017	
3	First Floor Slab	15/08/2017	
4	Second Floor Slab	15/09/2017	

At the bottom, it says 'Showing 1 to 4 of 4 entries' and has 'Previous', '1', and 'Next' navigation buttons.

- Demand Generation based on Construction Execution Milestone approvals
- Automated Demand intimations to customer Via Emails ,WhatsApp and SMS
- Unit Cancellation Process with addition of Auto termination if agreement not executed within defined period
- Broker 's brokerage definitions based on Percentage , Lumpsum ,Unit quantities
- with approval workflow
- Interest Management in which interest on due as well as - interest on excess payment can be configured . Option to waive Interest setting.
- Car Park units creation & allocations
- Ready-to-Use Templates for Client Communication - - - Payment Remainders, Registration Intimations, No Dues Certificates etc.)

# Collection Management

Promise-To-Pay Feature to significantly improve collection efficiencies.

Calendar & Task Management with alerts & notification to auto create collection tasks-for-the-day!

Comprehensive Reports & Dashboard on Receivables

Notifications on Missed Tasks

Collection Forecast

What's Up Integration to aid CRM member &

Customer interaction

The screenshot displays the CRM interface for Collection Management. At the top, there's a navigation bar with 'CRM' logo and menu items: Dashboard, Sales, Client Management, Settings, Reports. A user profile 'Welcome Mahesh Patil' is visible in the top right. Below the navigation bar, there are tabs for 'Payment Followup', 'Scheduled Followup', 'Missed Followup', 'Completed Followup', and 'Task Management'. The 'Payment Followup' tab is active. A summary bar shows: 'Committed PTP as on date :70,00,000', 'Actual amount collected to date :0', and 'Variance :↑70,00,000'. Below this, there are filters for 'Mahesh Patil', 'Select Project', 'Block', and date ranges '08/08/2020' to '08/08/2020'. Action buttons 'Copy', 'CSV', 'Print', and 'Save' are present. A table lists customer followup tasks with columns: Customer, Unit, Total Value, Due Amount, Received, Balance, PTP Amount, PTP Date, Status, Prev.Remark, Calling Date, Caller, and Remarks. A context menu is open over the 'Remarks' column, showing options: 'Update Task', 'Send Whatsapp', 'Send Email', 'Send SMS', and 'View History'.

Customer	Unit	Total Value	Due Amount	Received	Balance	PTP Amount	PTP Date	Status	Prev.Remark	Calling Date	Caller	Remarks
Shilpi Rai	B-1401	48,91,914	48,91,914	1,00,000	45,91,914	1200000	08/08/2020	Scheduled		08/08/2020		
Hemant Pravin Parekh	A-1008	59,59,057	59,59,057	13,99,983	45,59,074	0	DD/MM/YYYY	Scheduled		08/08/2020		
Anjali D. Dayalkar	A-1405	50,25,576	50,25,576	8,45,375	41,80,201	0	DD/MM/YYYY	Scheduled		08/08/2020		
Sonali Anil Joshi	A-507	66,81,647	66,81,647	27,13,795	39,67,852	0	DD/MM/YYYY	Scheduled		08/08/2020		
Mohammad Arif Bagban	A-807	47,97,506	47,97,506	8,58,099	39,39,407	0	DD/MM/YYYY	Scheduled		08/08/2020		
Perviz Carl Avazi	B-1404	67,63,528	67,63,528	33,40,102	34,23,426	0	DD/MM/YYYY	Scheduled		08/08/2020		

# Dashboard & Reports



Welcome Mahesh Patil

Dashboard Sales Client Management Settings Reports

Company Project

## Projectwise Due Details

Currently viewing:4

Project name	No.of sold units	Total value	Due as per progress	Received	Balance to be Paid	Over due amount
Quadra Vantage	126	1,02,34,69,103	62,74,38,351	47,01,54,255	16,30,19,065	0
Quadra Pinnacle	90	2,19,29,33,871	2,19,29,33,871	1,89,88,27,042	26,01,07,387	2,17,23,794
Quadra Lithos	431	5,11,12,92,741	5,11,12,92,741	3,56,26,74,809	1,51,98,23,668	0
Quadra Hills	14	6,95,98,032	1,23,01,886	32,15,000	90,88,886	0

## Daily Sales-Units

Currently viewing:0

Project	Sales Nos
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## Month-To-Date Sales-Units

Currently viewing: 1

Project	Sales Nos
Quadra Vantage	2

## Total-To-Date Sales-Units

Currently viewing:4

Project	Sales Nos
Quadra Hills	14
Quadra Lithos	430

User Level Real Time Dashboard

Critical Auto Scheduled Reports  
Key Industry Accepted Reports  
Ageing Summary

Booking Register

Client Cancellation

Discount Analysis

Project Outstanding

Project Inventory





**Thank you.**

**Dipak B.**

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