

Success Story: Neo EnTrust Elevates Operational Efficiency at BharatProp

Background: BharatProp, a leading player in the real estate industry, was facing challenges in managing its vast portfolio of property listings, lead generation, and CRM activities. As the company expanded, the need for a more efficient, streamlined operational process became critical to stay competitive in the fast-paced real estate market. BharatProp turned to **Neo EnTrust** to optimize its Business Process Outsourcing (BPO) operations.

The Challenge: BharatProp's internal team was overwhelmed with the volume of administrative tasks such as managing property listings, responding to client inquiries, and maintaining accurate CRM data. These tasks, while essential, diverted focus from their core business strategies, limiting their ability to scale and innovate. In addition, the need for timely insights and data-driven decisions required a solution that could deliver real-time reporting and analytics.

The Solution by Neo EnTrust: Neo EnTrust provided a comprehensive **end-to-end BPO service** tailored to BharatProp's unique needs, including:

- **Property Listings Management:** Automating the process of adding, updating, and maintaining property listings across various platforms.
- **Lead Generation:** Streamlining lead management by leveraging automation tools to capture and nurture leads effectively.
- **CRM Support:** Ensuring accurate and up-to-date client and property data to improve client engagement and sales conversions.
- **Data Analytics & Reporting:** Providing real-time insights and performance metrics to facilitate quick, data-driven decisions.

Impact & Results: Over the past year, the partnership with **Neo EnTrust** has resulted in significant improvements in operational efficiency and business growth. The following metrics highlight the impact:

1. Reduction in Administrative Time:

- **Before Neo EnTrust:** 40% of employee time was spent on administrative tasks.
- **After Neo EnTrust:** Administrative workload decreased by 60%, freeing up resources for strategic initiatives.

2. Increase in Lead Conversion:

- **Lead Conversion Rate:** Increased by 25% due to better lead nurturing and follow-up automation.
- **Before Neo EnTrust:** 15% conversion rate.
- **After Neo EnTrust:** 40% conversion rate.

3. Improved Data Accuracy:

- **CRM Accuracy:** Increased by 30%, reducing errors and improving customer satisfaction.
- **Before Neo EnTrust:** 70% data accuracy.

- **After Neo EnTrust:** 90% data accuracy.
4. **Time to Decision (Real-time Reporting):**
- **Before Neo EnTrust:** Decision-making took an average of 3-4 days due to delays in data reporting.
 - **After Neo EnTrust:** Real-time reporting has reduced decision-making time to **1 day** on average.
5. **Client Satisfaction & Retention:**
- **Client Retention:** Increased by 15% due to seamless service and efficient processes.
 - **Client Satisfaction Score:** Improved by 20% from customer feedback surveys.
6. **Cost Savings:**
- **Operational Costs:** Reduced by 25% due to automation and outsourcing of routine tasks, leading to more efficient resource allocation.
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Graph 1: Operational Efficiency Improvements

This graph shows the reduction in time spent on administrative tasks before and after Neo EnTrust's intervention.

- **40%** of employee time was spent on admin tasks before.
 - **60%** reduction in time spent on admin tasks after partnering with Neo EnTrust.
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Graph 2: Lead Conversion Rate

This chart illustrates the **25%** increase in lead conversion rates due to better lead management and CRM support.

- **Before:** 15%
 - **After:** 40%
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Graph 3: CRM Data Accuracy Improvement

A significant **30%** improvement in CRM data accuracy, resulting in fewer errors and enhanced customer relations.

- **Before:** 70% accuracy
- **After:** 90% accuracy