

# Technological Transformation in Real Estate

Kolte Patil's AI-Powered Leap to automate customer engagement and improve lead capture



## BACKGROUND

Kenyt.AI is a market leader when it comes to AI transformation. The company caters to more than 1000+ companies across multiple domains. The latest offering - "**Real Estate AI Assistant**" is a specialized product for real estate agencies and developers.

Kolte Patil Developers Limited was established in the year 1989 and the prime motive of the brand was brand equity built on corporate governance, innovation and execution.

The company wanted to promote Pune, popularly known as "Queen of the Deccan" into a popular and investor friendly backyard. After serving people for more than three decades, they wanted to up the game and incorporate AI to equip themselves for the future.

## CHALLENGES

With a ground presence of over 3 decades, Kolte Patil had a wide client base and a strong reputation. However, not all was good on this front, as the burden on the sales team and the customer support team was huge. The need for automation and having intelligent systems to handle incoming queries was highly needed.

- 1 The automated lead capture system through live chat was able to muster just 2.9% hindering growth prospects
- 2 The visitors engaging with the lead form was typically struck up at **NIL**.

- 3 The company wanted to completely automate the process of engagement and convert leads using the live chat option on the website.
- 4 They wanted to lower the enormous burden on the customer support team who had to answer numerous incoming queries.
- 5 New competitors were emerging and the need to improve the experience of the customers was required.
- 6 The expenditure on cold calling was skyrocketing and there was a need to cut down on the expenses

## KENYT'S AI ASSISTANT

Kolte Patil Developers Group wanted to deploy AI-powered chatbot on the website to automate the process of lead capture. They wanted to provide customers with a state-of-the-art platform for customers to engage with the company.

Kenyt.AI not only believe in simply increasing the engagement rate but also provide companies with an impactful response. The focus was to improve the leads captured through online chats on the website. With a focus on improving client engagement, Kenyt.AI deployed the "**Real Estate AI Solution**". Potential clients were able to interact and get replies in real-time. The conversational AI provided customers with personalized replies and in fact guided them to make quick and effective decisions. This significantly minimized the revenue spent on meetings and other marketing activities.

## RESULTS



### Visitor Engagement Rate

Kolte Patil Developers Group saw a **25% increase** in the visitors engaging with the lead form in a short span after deploying the AI-powered chatbot. The leads captured went up by **12.20%** in no time.



### AI Automation

The expenditure in marketing campaigns and cold calling was lowered by **44%** and the load on the customer care team went down by **38%**. With the AI-powered chatbot, lead captures were completely automated and customers

## THE OUTCOME

1

#### Increased Visitor Engagement:

After deploying Kenyt.AI's Real Estate AI Assistant, Kolte Patil Developers Group saw a 25% increase in visitor engagement with the

2

**Reduced Marketing Expenditure:** The expenditure on marketing campaigns and cold calling was lowered by 44%, significantly reducing operational costs.

3

**Enhanced Lead Capture:** The leads captured through the AI-powered chatbot increased by 12.20% in a short span of time.

4

**Decreased Customer Support Load:** The load on the customer support team was reduced by 38%, allowing them to focus on more complex queries and improving overall efficiency.

## KEY TAKEAWAYS

Kolte Patil Developers Group's adoption of Kenyt.AI's Real Estate AI Assistant resulted in a significant technological transformation, automating customer engagement and improving lead capture. Visitor engagement with the lead form increased by 25%, while lead capture rates rose by 12.20%. The implementation of the AI-powered chatbot not only reduced marketing and cold calling expenses by 44% and decreased the customer support team's workload by 38%.

The AI solution allowed potential clients to make informed decisions quickly and independently by automating the lead capture process.



## ABOUT KENYT.AI

Kenyt, established in 2018, is a pioneering force and emerging leader in AI-driven solutions reshaping industries through innovative products. From AI Campaigns to Chatbots and AI Assistants, CRM, and Service Desk, we drive businesses towards growth, efficiency, and engagement. With a vision for automation, Kenyt is at the forefront of revolutionizing industries through AI transformation.



[www.keny.ai](http://www.keny.ai)



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