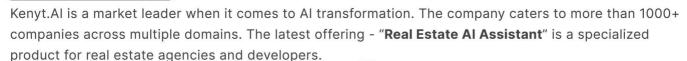




Technological Transformation in Real Estate

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

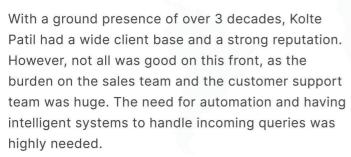
BACKGROUND



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





The automated lead capture system through live chat was able to muster just 2.9% hindering growth prospects



The visitors engaging with the lead form was typically struck up at **NIL**.



The company wanted to completely automate the process of engagement and convert leads using the live chat option on the website.



They wanted to lower the enormous burden on the customer support team who had to answer numerous incoming queries.



New competitors were emerging and the need to improve the experience of the customers was required.



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 Al-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.Al 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. Al deployed the "Real Estate Al Solution". Potential clients were able to interact and get replies in real-time. The conversational Al 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



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



Al 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 Al-powered chatbot, lead captures were completely automated and customers

THE OUTCOME



Increased Visitor Engagement:

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



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



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



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. Al's Real Estate Al 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 Al-powered chatbot not only reduced marketing and cold calling expenses by 44% and decreased the customer support team's workload by 38%.

The Al 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 Al-driven solutions reshaping industries through innovative products. From Al Campaigns to Chatbots and Al 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.