



# Case Study

magicbricks.com

## Client Profile:

MagicBricks, the No.1 real estate property portal in India, provides advertising services to real estate agents. The portal provides a common platform for property buyers & sellers to locate properties of interest in India, and source information about all property related issues. Apart from buying, selling & renting properties users have access to property news, home loans concerns, legal & taxation issues, expert opinion and analysis of property trends. It hosts answers, quick tips and expert advice to manage property buying that helps users decide on the right kind of property.

## Tecnology Used:

Backend Server – JAVA. Front End - Android . API - JAVA REST API. Version support - 4.1 and above. Tools used - Google Analytics, Apsalar, Compscore, retrofit, crashlytics. Database - SQLite

## Business Situation:

MagicBricks introduced the mobile website in 2011 for mobile searches for property, agent, builder and price trends. With over 2 lakh property agents on its platform the requirement was of a mobility solution for property agents, which helped them in closing their deals faster. The solution had to bring together details in MagicBricks portal for the agent reference along with his own set of deals and details pertaining to the deal.

## Solution Approach:

The smart diary app was tailored just for property agents keeping in mind their kind of work. Compassites first understood how these field property agents work and understood what all they used to track a lead. We majorly found that their work revolved round a diary in which they made all the notes with slightly sophisticated ones using excel files to manage their leads, properties, or meetings. Our solution was to bring in aspects of excel files/diary and the aspects of website itself together for the agents. Since property agents are always on the go the main goal was to make our solution accessible anywhere and anytime. For this we had to grow out of just mobile sites but be available in the same arena. For which we built the smart diary app that created a unique corner office on property agents mobile.

Agents can access all data associated with their MagicBricks account with a login. All leads and properties from the portal were added into the app via an API call. Leads from sources like online portals, walk-ins, referrals, etc. was all accommodated into a single app. This enabled to track progress of their transactions in real time conveniently. A log of buyer and seller along with their phone number, their requirements was maintained in the agent's app inventory. The app matched the requirements of the leads (buyer and seller) and alerted agents on match. Property details could be shared with the imported contacts, once match is found, by messages or by e-mail. Social media plugins also enabled agents to advertise leads on social media sites to attract buyers/sellers.



The app enabled to manage leads and concentrate on most important customers by assigning priority. Meetings could be added and reminders could be set which alerted the agent at the set time. The app was feature set to display a summary of lead's requirement when a lead called in to keep the agents informed about the particular deal about to be discussed. After every call the app prompted agents to take notes of the conversation details. App kept track of calls/SMS/meeting history of every client the agent had dealt.

We devised the app to work offline. A customer support functionality helped to log any issues with the app.

Compassites Smart Diary app powered the MagicBricks property agents to manage and track their deals with no hassles at all.

### **Benefits & Results:**

- ❑ Entering data was a lot easier for agents on the go and saw usage up by 60% as compared to website
- ❑ Lead tracking was now at finger tips and agents are able to sell 2X more
- ❑ The app is easy to use and economical as it's free for download with its counterparts charging double and sometimes triple amount
- ❑ Seamless usage with access to agents details on web and mobile

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