



## REAL ESTATE USE CASES

### 3 Ways to Accelerate Sales and Improve Your Client Experience with Cloud Communications

#### **DIGITAL INTERACTIONS HAVE SKYROCKETED IN POPULARITY, TRANSFORMING INDUSTRIES FOREVER - AND THAT INCLUDES HOME SALES**

A fully integrated cloud communications platform goes a long way toward improving client experience, outreach, and engagement within and beyond the homesite. With the right communications platform, you can quickly and easily transform your client experience, from initial inquiry to price negotiations to closing the sale. Let's take a look at how a digital-first communications model improves sales, service, and the client experience.

#### **SALES: MOBILE SALES**

##### UNIFIED COMMUNICATIONS TO INCREASE SALES EFFICIENCY

You want your real estate agents to be as effective as possible - whether they're at their desks, on the road, at a showing, or anywhere in between. This means empowering them to answer client inquiries on any device and from any channel. Stepping away from the desk? No problem. The client wants to move to a video call? Easy to do.



UNIVERGE BLUE CONNECT is an integrated communications platform that helps you to personalize the buying experience and allows your sales team to easily connect with prospective buyers. Move seamlessly between text messaging, phone calls, and video chats. Answer inbound calls from the desk phone, move to mobile, and then use video conferencing to virtually walk the client through a home. Need to follow up with more-specific information? Upload video content or use the meeting app to take notes. Your clients can choose their preferred communication methods with a team that's ready, willing, and able to answer questions from any channel on any device.

### BENEFITS



#### **BETTER CLIENT SERVICE**

Never miss important calls and texts, and provide options to easily work from a desk to the road, at a showing, or anywhere in between using our Mobile App.



#### **MORE FLEXIBILITY**

Empower a more flexible and effective team that communicates anytime, anywhere, and on any device.



#### **INCREASED COLLABORATION**

Extend reach and facilitate increased collaboration with easy, efficient, and quick communications among departments.





### **SERVICE: APPOINTMENT SCHEDULING**

#### QUICKLY AND EFFICIENTLY SCHEDULE HOUSE SHOWINGS

Your clients want easy and convenient appointment scheduling – without frustrating dropped or misrouted calls and lengthy hold times. You want more right appointments with less no-shows or cancellations. Scheduling is a snap with ENGAGE Contact Center from NEC. Customize call flows and use automatic attended or live transfers to route calls to the right agents for efficient interactions and scheduling. Eliminate busy signals with smart queuing, and play in-queue music and messages promoting open houses, new listings, and more.

Once the housing offer is signed, you can proactively deliver timely – and if needed, repeated – reminders of upcoming deadlines, actions, and appointments with Dynamic Notifications. Use call data – such as volumes and hold times – to gain better insights into call trends so you can plan staffing and improve service levels throughout your real estate firm.

The result? Quick and easy scheduling and effective reminders can increase client satisfaction and generate client loyalty.

### **BENEFITS**



#### **FASTER SCHEDULING**

Customize call flows for more-efficient interactions and scheduling.



#### **BETTER CLIENT SERVICE**

Eliminate dropped calls and reduce hold times with intelligent queuing and routing.



#### **IMPROVED CLIENT EXPERIENCE**

Eliminate busy signals with queuing, and provide in-queue music and voice playback (e.g., open houses, new listings).





### CLIENT EXPERIENCE: MULTICHANNEL ENGAGEMENT

#### COMMUNICATE THROUGH CLIENTS' PREFERRED CHANNELS (PHONE, CHAT, TEXT, VIDEO)

Consumers now spend more time researching online before they even contact a real estate firm or agent. Further, the number of online real estate agents is growing. To keep pace, real estate firms need to transform brick-and-mortar businesses into digital, multichannel client experiences. Clients expect to interact quickly and easily with your office and agents through text, email, phone, and online and video calls – and they may switch between channels as circumstances dictate. If contact requires more than a few clicks – or forces customers to wait too long on hold – the chances of losing those clients increases significantly.

UNIVERGE BLUE CONNECT can improve client interactions across multiple channels, supporting integrated chat, SMS, video conferencing, phone, screen sharing, and more. Use CONNECT to respond to client inquiries via all of these channels – and within a single platform – and to provide the seamless, digital service and support your clients expect.

### BENEFITS



#### BETTER CLIENT EXPERIENCE

Minimize transfers and eliminate dead ends with intelligent routing and selfservice interactive voice response (IVRs).



#### SEAMLESS INTEGRATION

Move easily between integrated chat, SMS, video conferencing, phone, screen sharing, file sharing, and file backup.



#### SUPPORT A DIGITAL JOURNEY

Support clients' expectations of a seamless digital journey from first contact to after-sales support and everywhere in between.

NEC and the NEC logo are trademarks or registered trademarks of NEC Corporation that may be registered in Japan and other jurisdictions. All trademarks identified with © or TM are registered trademarks or trademarks of their respective owners. Models may vary for each country, and due to continuous improvements this specification is subject to change without notice. Please refer to your local NEC representative(s) for further details.

**Americas (U.S., Canada, Latin America)**  
NEC Corporation of America  
[www.necam.com](http://www.necam.com)

For further information please contact NEC Corporation of America or: