

## **Cogedim Accelerates the Integration of Agentic AI with Kleio Across Its Real Estate Customer Journey**

Cogedim, a benchmark for new-build housing in France, is deploying the agentic AI platform developed by Kleio to evolve its web customer journey. Integrated into the website's online chat after several months of evaluation and iteration, the solution was selected for the depth of its qualification and the relevance of its recommendations, replacing the previous system. It qualifies users' projects in real time, recommends suitable properties, and streamlines connection with the sales teams. This evolution is part of Cogedim's strategy to enrich the customer experience and strengthen the personalization of journeys through artificial intelligence.

### **Meeting the growing complexity of buying journeys in new-build real estate**

In new-build real estate, a purchase project is never just a floor area and a budget. A real intent combines property criteria (layout, location, exposure, delivery date, floor plan) and decisive financing criteria: government-backed loans or reduced-tax schemes for home ownership, tax-advantaged ownership statuses or rental-investment incentive programs for buy-to-let investment, each with its own conditions. This is precisely the challenge that conventional filters and forms fail to meet: matching complex purchase intentions to a very rich offering, made up of hundreds of developments and thousands of units, each with its own prices, availability, floor plans, and eligibility conditions.

### **A new approach to real estate qualification and recommendation powered by AI**

The platform's strength lies in its ability to bring together data that is scattered today: information on developments and units (floor plans, prices, availability), sales documents, and external sources (geography, transport, schools, financing schemes, and tax rules). This information usually lives in separate tools; Kleio brings it together so its AI agents can truly make use of it. It is this work of making the data coherent, and not a simple chatbot placed on top of a catalog, that makes it possible to guide the buyer and recommend the most relevant offers in real time.

### **An AI agent serving customer qualification and recommendation**

Every prospect converses with an AI agent that qualifies their project in natural language, across all the dimensions that matter: profile (primary residence, first-time buyer, second home, buy-to-let investment, or split ownership), wealth objective, budget, location (city, department, region), layout and number of rooms, property type, target financing scheme, and availability horizon. The agent reasons simultaneously about property criteria and scheme eligibility, surfaces the properties that genuinely match, and explains why. For a first-time buyer, it identifies, for example, the developments eligible for Cogedim's Access solution and details its benefits; for an investor, the developments eligible for the Avantages solution.

It personalizes the property description, answers questions about prices, availability, or financing in real time, then hands fully qualified leads to the advisors. It also identifies profiles without an immediate project, so that sales teams are only engaged when it makes sense.

## **A structuring partnership serving the transformation of the real estate buying journey**

This deployment follows an in-depth evaluation process led by Cogedim's teams, during which several solutions were tested and compared. The Kleio platform stood out for the precision of its qualification, the quality of its recommendations, and its cost control. This first use case confirms the value of agentic AI in the real estate buying journey. Cogedim and Kleio are already exploring new use cases to enrich and optimize the customer experience.

*“At Cogedim, every purchase project is unique: primary residence, investment, first-time purchase... our clients' profiles, financing schemes, and expectations are extremely varied. We chose to integrate agentic AI into our digital journey to offer each person personalized support from the very first click. Our advisors remain at the heart of the relationship: this technology allows them to focus on the highest-value moments.”*

**Chrystèle Marchand, Director of Commercial Strategy, Marketing and Communication, Cogedim**

*“In complex sales, the quality of an AI is determined first and foremost by the data it draws on, far more than by its ability to converse. The whole challenge is not just to gather property, customer, and sales-document data, but to rework it to make it truly usable by our AI agents. That is what enables them to understand a purchase project in all its complexity, property criteria as well as financing structure, and to recommend the right property at the right time, with a return on investment for Cogedim. Our AI augments advisors: it hands them fully qualified projects and frees them up for the moments where their expertise makes the difference.”*

**Philippe Wellens, Co-founder and CEO, Kleio**

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## **About Cogedim**

Cogedim, the residential brand of the Altarea group, is one of the leading real estate developers in France. Present across the country, the group develops thousands of new homes every year, for both home ownership and investment, and supports its clients from the property search through to the handover of the keys.

Visit the website: [www.cogedim.com](http://www.cogedim.com)

## **About Kleio**

Kleio develops an agentic AI platform built for complex sales. Its agents understand intentions expressed in natural language to recommend the best products online, augment sales advisors to multiply their impact, and automate repetitive tasks (e.g., quotes, follow-ups, appointment scheduling). The platform already orchestrates hundreds of thousands of conversations every month, generates recommendations from combinations spanning several hundred million products, and processes a growing volume of transactions.

Founded in 2023 by former C3 AI members, Kleio aims to become the reference AI system of the agentic commerce era.

More information: [www.kleio.ai](http://www.kleio.ai)

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