

How Do You Make Buying a Property a Seamless and Enriching Experience?

Aspiring property owners are keen to invest in properties developed by Prestige Estates Projects. A highly respected and trusted developer, Prestige creates world-class real estate spaces in Bangalore, India, and other major cities across South India. The group focuses on innovative development, creating landmark structures that are inspired by classical Greek architecture, such as the Acropolis and the Forum, as well as visionary modern designs. The company has completed 210 projects covering more than 80 million square feet, with luxury residential and commercial properties that include gated communities, retail outlets, luxury malls, integrated township developments, and all-inclusive developments with golf courses, spas, and 5-star hotels.

Expanding its business into cities such as Chennai, Hyderabad, Kochi, Mysore, Mangalore, and Goa, the company was able to digitally transform its sales process and more readily reach and accommodate new property buyers. Prestige chose the SAP® Hybris® Cloud for Customer solution to obtain unified customer engagement and sales-force automation, giving the real estate group the visibility it needs into leads, simplifying the selling and marketing process, and strengthening customer service.



“As a growing organization serving an aspirational middle class, we needed to transform our sales, service, and leasing processes. The SAP Hybris Cloud for Customer solution was a perfect fit.”

Samit Chowdhury, Associate Vice President, Prestige Estates Projects Ltd.

Managing a growing footprint across the country required robust processes, especially around sales, service, and leasing. But Prestige had disjointed, manual processes. Using the SAP® Hybris® Cloud for Customer solution, the company has created efficient standardized processes for sales, service, and marketing that support the growth aspirations of its customers.



>30

Years of legacy as a real estate developer and innovator



210

Completed projects spanning 80 million square feet of developed area



53

Current projects spanning more than 54 million square feet of developed area



Streamlining Sales, Service, and Leasing Processes with SAP® Hybris® Solutions



Prestige Estates Projects Ltd.
Bangalore, India
www.prestigeconstructions.com

Prestige deployed the SAP Hybris Cloud for Customer solution to digitalize sales and service processes and create a customer-facing platform. In the future, the solution will enable customers to use an e-channel for reaching out to the Prestige team.

SAP Hybris (v)

Industry
Engineering, construction, and operations

Before: Challenges and Opportunities

- Create a system that supports the process of presales and sales
- Capture leads and opportunities with an automated system instead of relying on spreadsheets
- Enable visibility into leads and follow-up to improve turnaround times

Products and Services
Real estate group with business spanning residential, commercial, retail, hospitality, and services

Why SAP

- Completeness of solution supporting current and future requirements, including direct integration with ERP
- Support for the key processes – sales, service, and marketing – that help make Prestige one of the most trusted developers by landowners and customers
- Intuitive, user-friendly solution with mobile capabilities

Employees
6,500 worldwide

After: Value-Driven Results

- Automated and standardized presales, sales, and service processes
- Ability for people in the field – relationship managers and channel partners – to access details of schemes in real time and make offers to buyers
- More efficient capturing and allocation of leads, with a transparent and integrated lead-to-fulfillment process
- Improved customer service and responsiveness
- Purpose-driven environment encouraging responsible growth

Revenue
US\$340 million

SAP® Solutions
SAP® Hybris® Cloud for Customer solution – SAP Hybris Cloud for Sales solution, SAP Hybris Cloud for Service solution, and SAP Hybris Cloud for Social Engagement solution

“Our entire organization now has a single unified view of sales, service, and customer processes. We also have 100% transparency of leads and their fulfillment.”

Samit Chowdhury, Associate Vice President, Prestige Estates Projects Ltd.

20%

Improvement in customer query resolution time

5%–10%

Increase in conversion of leads

15%

Improvement in productivity of relationship managers



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