



AQASA
DEVELOPERS

Aqasa Homes Developers LLC A Case Study Overview

HOW AQASA STREAMLINED PROPERTY
SALES AND CUSTOMER MANAGEMENT
WITH ZOHO CRM



OVERVIEW

Aqasa, a real estate development company, was facing challenges in managing customer data, property sales tracking, and follow-ups using traditional systems. With no centralized platform, the sales and operations teams struggled with inefficiencies and missed opportunities. By implementing Zoho CRM with customized modules and automation, Aqasa centralized its customer and property data, improved sales tracking, and gained deeper insights through reporting.

Key Takeaways:

- Centralized customer and property information in a single CRM.
- Automated sales pipeline and task management for better efficiency.
- Real-time analytics and reporting for strategic decision-making.

OVERVIEW





EXECUTIVE SUMMARY

- A real estate development company specializing in residential & commercial properties.
- Focused on providing high-quality property solutions & improving client relationships.
- Required a CRM system to streamline sales operations and automate customer engagement.

"We wanted a single system to manage clients, property sales, and payment tracking. Zoho CRM gave us exactly that with automation and scalability."

PROBLEM STATEMENT AND KEY CHALLENGES

Before Zoho CRM, Aqasa relied on manual processes for property sales and client management.

This led to:

- Scattered customer data with no centralized database.
- Inefficient lead tracking and missed follow-ups.
- Limited visibility into property availability and unit sales.
- Manual reporting that slowed down decision-making.
- Lack of automation, resulting in lost productivity.

"Our biggest struggle was keeping track of customer interactions and follow-ups. We needed a solution to streamline and automate these processes."



EVALUATION OF THE PROBLEM

Zopreneurs conducted an in-depth evaluation of Aqasa's workflows. Key findings:

- The sales pipeline required **custom deal stages** to match property sales cycles.
- Customer and property details were maintained separately, making **cross-referencing difficult**.
- Reporting needed to cover **sales per agent, per client, and project-based outstanding payments**.

This evaluation led to a tailored Zoho CRM solution.



PROPOSED SOLUTIONS

Zoho CRM was implemented with the following modules and features:

- Leads, Contacts, Accounts, and Deals Modules – to centralize customer management.
- Custom Inventory Module – to track properties, units, buyer details, and payment plans.
- Tasks & Meetings Modules – to automate follow-ups and improve accountability.
- Sales Pipeline Automation – covering enquiry, viewing, price finalization, booking, and closure.
- Reports & Dashboards – including sales per agent, client insights, and outstanding payments.

IMPLEMENTATION

Duration:

6 weeks (phased implementation).

Challenges:

Data migration and designing a complex custom inventory module.

Mitigation:

Structured data cleansing, testing automation workflows, and user training.

Additional Services:

Workflow automation, report customization, and integration with finance tools.



RESULT

The Zoho CRM implementation brought significant improvements for Aqasa:



- **40% faster lead conversion** with automated follow-ups.
- **Centralized property inventory** improved unit tracking and availability status.
- **30% reduction in manual reporting time**, with real-time dashboards.
- **Improved collaboration** across sales and operations teams.

Zoho CRM transformed how we manage our properties and clients. Our sales process is more transparent, efficient, and growth-focused."

