

A Brazilian Property



A Brazilian property elects internet like one of main important channels of communication and adopts strategic tools

The leader in the real state consultancy chose the Webfeel services portfolio, wich tracks the users experience in real time. The website already has over 20 thousand hits daily

Industry

Real State Market

Region

Americas - Brazil

Challenge

Control all this volume of accesses to give a good service to the internet users.

Solution

Webfeel

Benefits

- ▲ Pro-active posture regarding the problems that the website could present
- ▲ Reduction of complaints number carried out regarding the performance and availability of the site
- ▲ The property also has been using Webfeel to identify the real estate that were already sold and move the banners and links of access to these informations from the website, before new internet users demonstrate interest in buying

Executive Summary

A Brazilian Property – the leader in the market of real state consultancy, with more than 70 years in the sector and presence um more than 12 states in Brazil put a new website in January 2008. More interactive and functional, it was create for turn the visits in leads to the sales time. Since this, the company has been register more than 20 thousand accesses per day.

Client Overview

With over 70 years of experience in the market, 450 property launches in all Brazil and an average of seven weekly launches, the Property is considered today a reference of professionalism and success in the segment of consultancy of real estate. At present, more than two million persons reside, work or enjoy his leisure in real estate marketed by the enterprise, which invoiced around R\$ 2,3 billions in the first term of this year.

The Challenge

In January 20078, the Property put a new website. More interactive and functional, it was create for turn the visits in leads to the sales time. Since this, the company has been register more than 20 thousand accesses per day. The challenge of the company was control all this volume and to give a good service to the internet users.

Solution Supplied

Lopes choose the Webfeel – the service's portfólio that provides the tracking and the collecting of data on

accesses to web pages and on-line transactions, producing detailed reports of availability and performance, brought by Dimension Data, world leader in the provision and management of services and solutions to the IT infrastructure.

After a research in real state market, the property's Director, tells why they choose Webfeel. "The Dimension Data's services shows that it was the most effective service. It is the the only one that analyses the website from the point of view od the final user supplying the correct information to our business", he stands out.

The Benefits

He tells the benefits brought by the Webfeel, "Now we have a pro-active posture regarding the problems that our website could present, anticipating us to possible claims of the users. And, that influences straightly the relationship with our public, because it transmits a serious and transparent image". The adoption of the service allowed the reduction of complaints number carried out regarding the performance and availability of the site.

The property also has been using Webfeel to identify the real estate that were already sold. "When all the unities of a building are sold, we need to remove the banners and links of access to these informations from the website, before new internet users demonstrate interest in buying. The Webfeel offers this fact immediatly making possible a quick action for the exclusion, so, the visitors can access only what really is for sale".