



Track your deals and services in the web

Scenario

Many companies in the property market have already discovered the advantages of using the Internet as a channel of relationship with their customers. Beyond the supply of buildings, real estate and builders can use the web to offer various services, such as monitoring of works, issuance of duplicate payment of, among others. For customers, the ability to find and consult prices of buildings and access other services via web represents speed and convenience. For businesses, offer more of this relationship channel with their customers, can mean a differential competitive and important opportunity to ensure and retain new customers.

Challenges

For a real state company provide a quality service to customers on the Web is directly related to the availability and performance of their website. Failures during a visit to the site can generate dissatisfaction, compromising the effectiveness of the relationship and even lead to loss of significant transactions for the company. The care provided by virtual brokers and the time to answer customer is another critical aspect, which is well sized and monitored, can become a strong competitive advantage.

How the Webfeel can help?

The Webfeel Service's Portfolio provides the monitoring and collection of data on access to pages and transactions, generating detailed reports of availability and performance. In real estate web is made heavy use of multimedia resources, as snippets of video to bring the customer more information about a property, such as size and layout. Graphics animated online calculators and other resources are used to enrich the customer experience. The Webfeel performs measurements and tests appropriate for these types of resources, so that the website can provide a satisfactory customer experience and within established standards of quality.

The Webfeel also reveals the web managers and the marketing team what is the experience that the customer will behave before the virtual environment. Navigation reports can serve as a subsidy for marketing in relation to the right moment to carry out marketing and advertising. This type of information may be useful also to the commercial area, which through the profile of users and searches performed, can identify and better forecast demand for their customers. Quality in health care can be verified through performance tests to verify the response time of virtual brokers.

