



REAL ESTATE
A DIGITAL
JOURNEY

B I Z E S S E N C E

REAL ESTATE: A DIGITAL JOURNEY

Industry: Real Estate

Solution: Ecommerce

Business Challenge

The client, a leading real estate company in the UK wanted to step into the increasingly digital real estate market by introducing an online platform where private landlords can advertise their properties and meet prospective tenants directly. The objective was to showcase the well-established real estate portfolio of the company to its customers and also to develop an ecosystem of well-managed tenant-landlord relationship through their website.

How we helped

A traditional real-estate company deals with its customers face to face in an office environment. The decision to have an online presence can weigh quite heavily on your cost overheads if the digital transformation doesn't blend in well with the traditional model. Bizessence was adept at understanding the client's business model and helped them design the website for easy maintainability and maximum traffic through enhanced user experience and engagement. The layout and user interface of the website was intended for easy usability and navigation.

Impact

A Brick and Mortar company was transformed into a successful Click and Mortar business. The company now has widened its reach beyond its physical limitations of catering to a part of London to the whole city of London. The marketing campaigns now reach a larger audience and have become more effective in attracting newer customers for Direct-Tenant. The user experience of the website has been highlighted by the company as a reason for high online user retention rates.