

CASE STUDY

THE CLIENT:

Ben Griffin Realtors-Builders have been building quality homes for nearly 25 years in Caldwell, Catawba, Burke, and Alexander Counties of North Carolina. This client is a reputable and established leader in the real estate, construction and brokerage business.

THE PROBLEM:

With a growing business, increasing demands as well as fierce competition, the client was finding it difficult to meet the demands and expectations of its customer while managing its day-to-day business.

BENCHMARK SOLUTION:

The Benchmark Team designed and developed a Web-Based Construction Project Management System for online marketing and business management that will help tackle the challenges faced by our client.

The online system established a seamless communication channel between the following entities:

- Administrator
- Customers
- Sales Persons
- Vendors

The Web-Based System includes the following features:

- Professional showcase of the services and homes available for sale
- Home Personalization – potential customers can fill up their wish list regarding their specifications for a home. The information is automatically sent to the appropriate sales team that will follow up with the new customer. An event log and tracking id is created for all inquires.
- Management of all homes with under warranty/post warranty complaints
- Co-ordination, assigning and tracking of activities of each sales person.

BENEFITS AND ROI:

- Effective communication channels established between customers, administrator, vendors and sales persons.
- Home customization made easy for buyer increasing satisfaction rate.
- Under warranty/ post warranty complaints attended promptly.
- Effective and efficient management increased profitability and customer satisfaction rate.

As a result of this new application, the client was able to save over 20% of their total expenditure. Also, the time required for selling off the properties has been greatly reduced by more than 40 %.

TECHNOLOGIES USED:

Operating System: Windows 2000 Server

Database: SQL Server 2000

Servlet Engine: IIS

Technologies: ASP