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How NoBroker Enhanced Their Operations with OneXtel's Solutions

Introduction

NoBroker is India's first proptech unicorn. It cuts out the broker from the property ownership process and connects property owners directly with tenants and buyers. When NoBroker began to scale, they found it challenging to manage the thousands of customer interactions they received. Traditional communication channels like email and phone were not sufficient to communicate with all customers.

NoBroker wanted a comprehensive Communication Platform as a Service (CPaaS) solution. OneXtel was the perfect option for NoBroker and offered NoBroker a complete suite of services with SMS solutions, voice solutions, and email solutions. NoBroker was able to improve communication channels across channels of engagement with OneXtel's customizable and expansive suite of services. It makes business easier to manage while improving customer interactivity and enhancing service delivery overall.
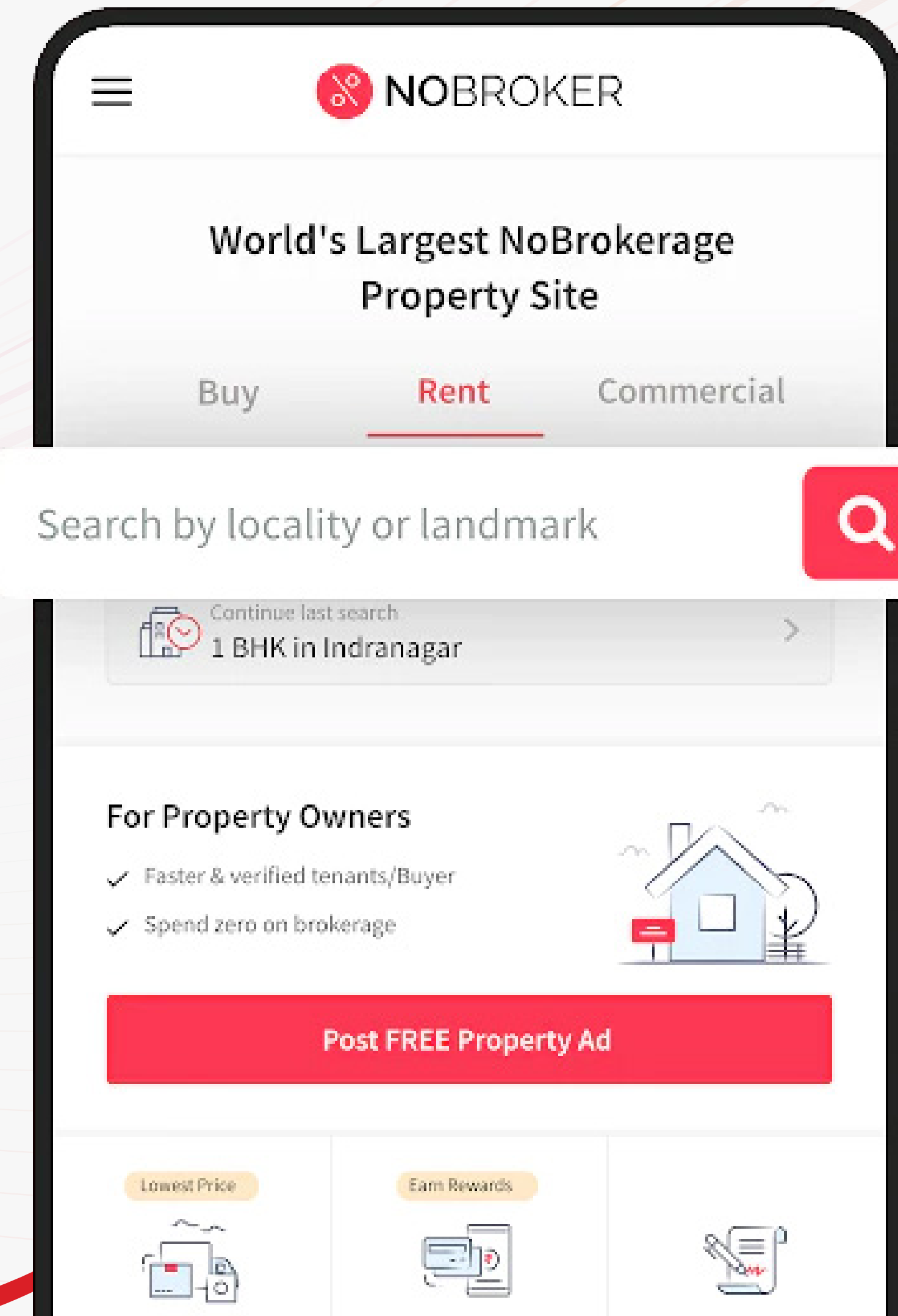
About NoBroker

NoBroker was founded by Amit Kumar Agarwal, Akhil Gupta, and Saurabh Garg in 2014. It is a Bengaluru-based company that has changed the real estate sector by not using brokers. It brings together landlords, leaseholders, and buyers by removing unclear and high-charge deals. Property simplified is the company's mission, with a goal of saving buyers and sellers both time and money.

NoBroker posted an operating revenue of ₹803 crore in FY24, which is 32% higher than the year before. About ₹888 crore was earned by the platform, thanks to income from subscriptions that accounted for almost all of the revenue. Although the company lost a total of ₹411 crore, this was still much less than the loss of ₹489 crore the previous year, which points to them being managed more strongly and operating on a larger scale.
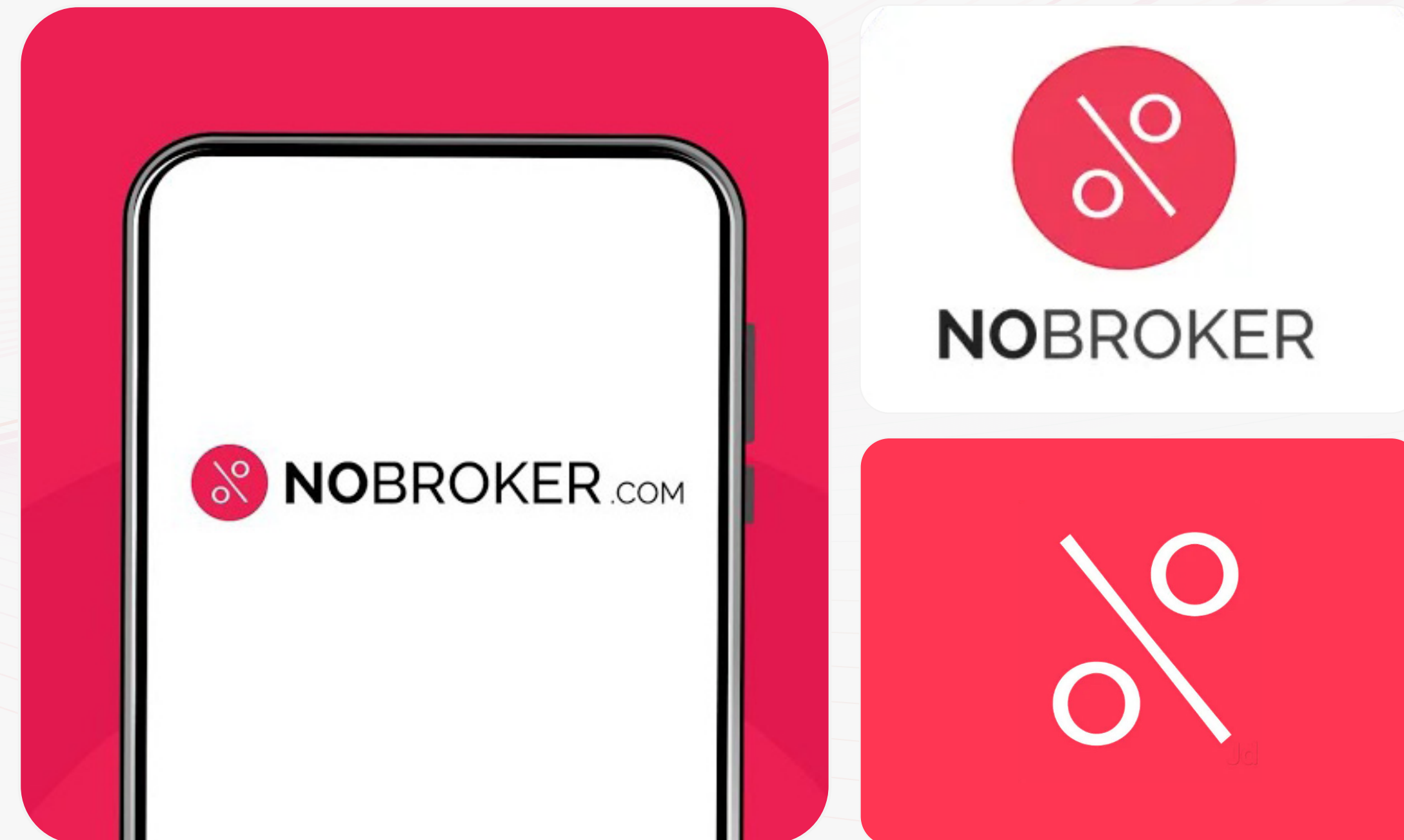
NoBroker's Problem Statement

To understand how OneXtel's solution benefited NoBroker, it was important to first identify the challenges they were facing. Here is what our team learned about NoBroker's problem statement:

Challenges faced by NoBroker

The key challenges faced by NoBroker that were affecting both the customer experience and operational efficiency are as follows:

High-Volume Customer Queries

NoBroker faced a bulk of customer queries, challenging their support operator efficiency and leading to long response times. The challenges also included mixed signals provided by their support team through various fragmented channels, leading to different experiences for customers regardless of interaction type. There were instances where customers would drop out of the process during crucial stages of the customer journey due to a lack of support response rates that were relevant to the customer journey.

Fragmented Communication Channels

NoBroker primarily relied on its legacy communication tools, including WhatsApp Business API. They were using it to meet the growing demand from customer queries. NoBroker was seeing too many call transfers and excessive load for their call center. We also lacked a comprehensive understanding from a systems and analytics view to observe customer interaction. Develop service delivery suitable for our customer requirements, which enables measurements of interactions unmechanized.

Conversion Drop-offs & Limited Automation

The average customer response rates from NoBroker were slow to engage and led to long tail delays from issue events getting resolved due to timeframes. There were also significant counts of queries and missed calls, which frustrated their customers. There were also customer conversion rates in key user journeys that dropped.

NoBroker's Problem Statement

Why Were Existing Solutions Not Sufficient?

The key challenges faced by NoBroker that were affecting both the customer experience and operational efficiency are as follows:

Limitations of the Previous Platforms

NoBroker's previous systems depended heavily on manual processing and manual labor and did not have the necessary scale of automation. There was no comprehensive communication system to allow NoBroker to integrate and scale the communication. The company's communication processes lacked a single point of control for the larger volume of queries and frequent delays.

Multi-Channel and Personalized Approach

NoBroker used SMS and WhatsApp but had not yet integrated both channels, so it was difficult to communicate in a personalized and consistent manner across the different touchpoints. Customers received irrelevant or disconnected updates to their query, or did not receive a notification about an important update. The need for an organized platform to facilitate multi-channel response and engagement was clear.

Metrics of Inefficiencies

Lead drop-off and bounce rates indicated a recurrent breakdown of communication. Many of the users' queries received no response because the only way NoBroker could successfully accommodate those queries was by responding respectfully to the users. Substantive NPS metrics affirmed why a smarter and more organized channel was imperative.

The OneXtel Solution

We made sure to learn about the major problems that NoBroker was encountering as its user and communication levels increased rapidly. More customer inquiries, various systems for handling them, and little automation made it obvious that NoBroker had to find a way to unify and automate all its user interaction points.

When we spoke to NoBroker's internal teams for the first time, we saw that their previous system faced problems like the API on WhatsApp being challenging, too many calls to their call center, and no view of analytics. These concerns led to unhappy customers, less usage of the platform, and poor overall results.

All things considered, OneXtel created a custom set of solutions that were compatible with NoBroker's system. The ones implemented are as follows:
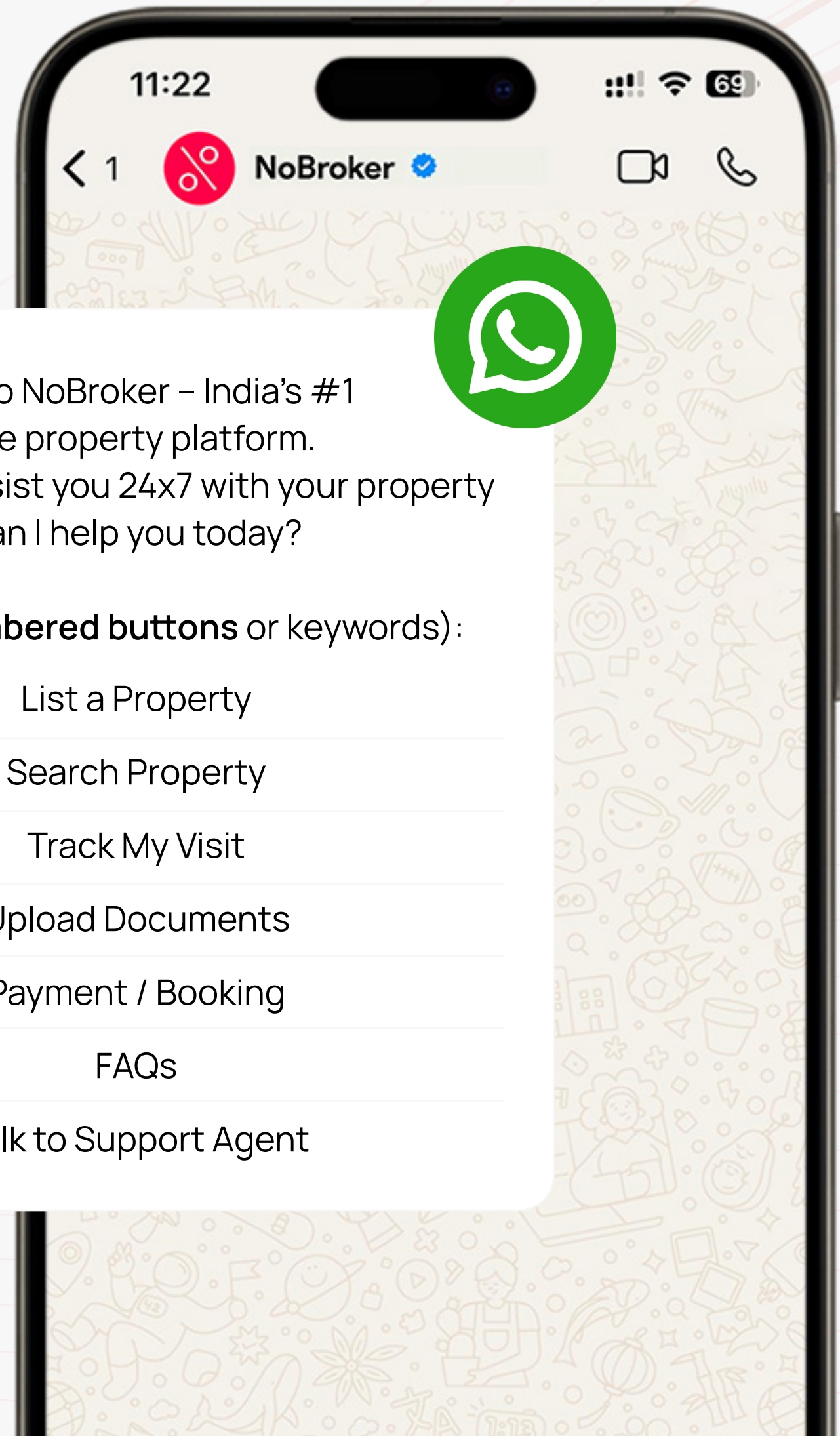
The OneXtel Solution

WhatsApp API Integration

NoBroker was able to transform customer messaging into a smooth, automated experience through OneXtel's WhatsApp API. It was able to easily facilitate speedy query resolution, complete property listing processes, and provide automatable personalized user engagement.

- A custom WhatsApp chatbot was created to deal with Tier-1 customer queries, support users through the property listing uploads, and handle general FAQs. This reduced reliance on live agents and delivered more effective end-user support in a timely manner around the clock.

- Users were able to receive meaningful automated notifications during property visits, initiating document uploads, requests, and bookings, and making payments. This fostered user confidence and reduced transaction friction to eliminate transaction failures and missed updates.

- NoBroker implemented fully automated WhatsApp journeys to recover users who had dropped off before reaching completion of listing and rental agreements. This reduced abandonment of partial user experiences and provided users with contextually relevant nudge messaging of behaviors that motivate conversion.

11:22

< 1 NoBroker ✓

Hi , welcome to NoBroker – India's #1 brokerage-free property platform.
I'm here to assist you 24x7 with your property needs. How can I help you today?

Options (numbered buttons or keywords):

List a Property

Search Property

Track My Visit

Upload Documents

Payment / Booking

FAQs

Talk to Support Agent

The OneXtel Solution

Key Highlights

Go-live Date: The WhatsApp solution was implemented via phased, closed-loop delivery and onboarding once the back-end connectivity and journey maps were established.

Messages Handled Monthly: A total of 6 million WhatsApp messages are handled each month, including support inquiries, chatbot interactions, and transactional alerts.

Response Time Improvement: Response times to customers vastly improved as answers were verified and workflows shifted from manual to automated modes, enabling near-instant support.
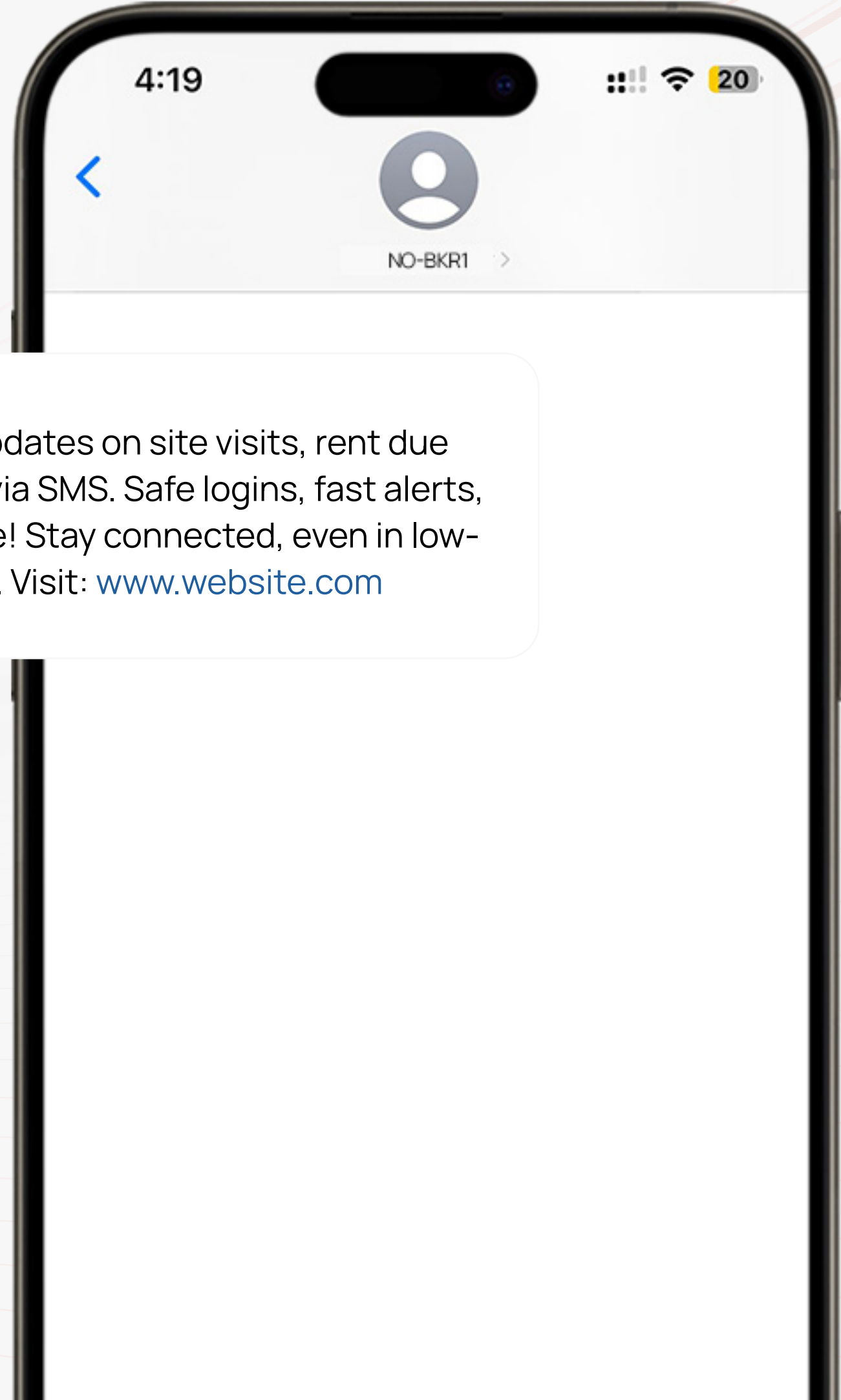
System Uptime: The platform remained uninterrupted and had complete uptime for WhatsApp-based communications, including high-traffic periods.

The OneXtel Solution

SMS Communication

SMS text messaging is still a significant part of NoBroker's communication chain for real-time transactional alerts. Many users are in low-connectivity areas while using NoBroker's service. OneXtel's integration authorized practically instant delivery of SMS text messaging with needed automation and scale-up.

- SMS notifications were used to notify users of upcoming site visits, agreement renewals, and rent deadlines. This reduced user drop-offs while maintaining user transaction continuity.

- SMS OTPs were used to authenticate logins, upload property listings, and verify user identity for sensitive transactions. This added another layer of trust and security to the company and platform throughout the user experience.

- SMS follow-ups were sent immediately when users dropped off or when they made missed calls. This kept leads warm and vastly improved re-engagement levels.

4:19

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Get instant updates on site visits, rent due dates & more via SMS. Safe logins, fast alerts, zero brokerage! Stay connected, even in low-network areas. Visit: www.website.com

The OneXtel Solution

Key Highlights

Go-live Date: SMS services were deployed after engaging in a thorough mapping of critical user touchpoints and implementing them with their internal CRM and internal notification systems.

Messages Handled Monthly: Each and every month, around 25 million messages are delivered across alerts, reminders, confirmations, and engagement workflows.

Response Time: Once the automation was functional, users received and accessed messages in real time. It allows thoughts and decisions to drive actions with no lag in communications.

System Uptime: The SMS infrastructure was designed to give the maximum system uptime available for the uninterrupted work to evolve transactional and behavioral messages at a priority level.

The Outcome of NoBroker's Collaboration with OneXtel

With the implementation of OneXtel's multi-channel communication solutions, NoBroker has experienced substantial improvements in a range of operational and customer engagement metrics.

• Achieved a huge improvement in customer satisfaction in real estate, logistics, and facility services, all by significant improvements in email open rates after the implementation of automated SMS and WhatsApp notifications.

• Streamlined average response time significantly, considering that they have enabled almost instant responses with AI and automated tools with customers. This boosts the effect and user experience.

• They have moved many more customer interactions to automation, and with AI managing hours of calls, they have permitted human agents to focus on more complex interventions.

• Saved a lot of human capital time by automating many repetitive tasks, such as posting property photos and nurturing leads, improving operations, and reducing human time and effort.

• Achieved massive reductions in running costs in support operations by integrating AI and automation, making more efficient use of resources, and significantly less reliance on human intervention.

The Learning Curve

It is important to develop better systems of communication for any fast–growth company. A growing user base meant that NoBroker could not handle lakhs of daily queries in a timely manner using traditional methods such as emails and calls. That's when they integrate CPaaS to be able to bring all communication, like SMS, WhatsApp, chatbots, etc., under one amazing communication system. Now they can respond so much quicker and relieve some of the pressure on their support team.

Suppose your business is in a similar situation with slow responses and inefficient or outdated tools. OneXtel has so many communication and engagement solutions to help businesses like yours respond faster and use their resources smartly. Take control of your communication activities before you get lost in complaints.

So, what are you waiting for? Contact OneXtel today and optimize your business' operations.