

Wipro's Tenant Acquisition Management (TAM) solution with SAP S/4HANA

Industry cloud solution to enable seamless experience for real estate agents

Introduction

Leasing of commercial properties requires a robust system that is integrated with sales, property data and leasing functions. The inability to get real time consolidated view of the sales pipeline information and take necessary action leaves real estate executives unequipped to streamline their tenant acquisition management (TAM) process.

Wipro's Tenant Acquisition Management (TAM) solution enables a seamless, real time and consistent experience to leasing agents to perform lead to lease activities. It addresses the challenges of disjointed sales due to disparate systems and the lack of real time integration between them.

Key Takeaways



Manage end-to-end lead to lease cycle to convert prospective customers into tenants



Advanced search of properties by geo coordinates, amenities, landmarks, dimensions of the properties, prices etc.



360° view of the property data including, leads, opportunities, customer interaction activities, reservations, and contracts

Enabling better and faster conversion rates in tenant lease deal closure

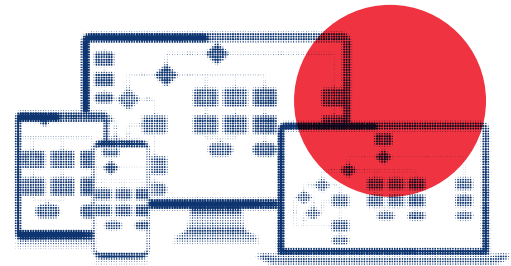
Key Benefits

- Integrated CRM and real estate application allow leasing agents expedite various activities, which in turn reduces lead to lease cycle time by 15%
- Conversational AI (i.e. chatbot) functionality enables self-service for prospective tenants and helps prospects search properties at their convenience
- Boost sales by integrating front office channels with the backend SAP S/4HANA RE-FX system
- Get real time view of sales pipeline information to take necessary actions

Features

- Provides comprehensive capabilities to manage lead to lease cycle for commercial real estate
- Facilitates preconfigured reports to gain better insights for effective portfolio management
- Provides visibility into cost of sales and profitability across multiple stages of opportunity life cycle
- Eliminates discrepancies between pricing at CRM and RE-FX, thus providing accurate, committed and centrally managed pricing for tenants
- Helps leasing agents manage interactions with prospective tenants, improve connect with customers and create leasing agreements

Real time visibility of prospective customers and end-to-end sales cycle



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IND/TBS/MAY-DEC 2020

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