

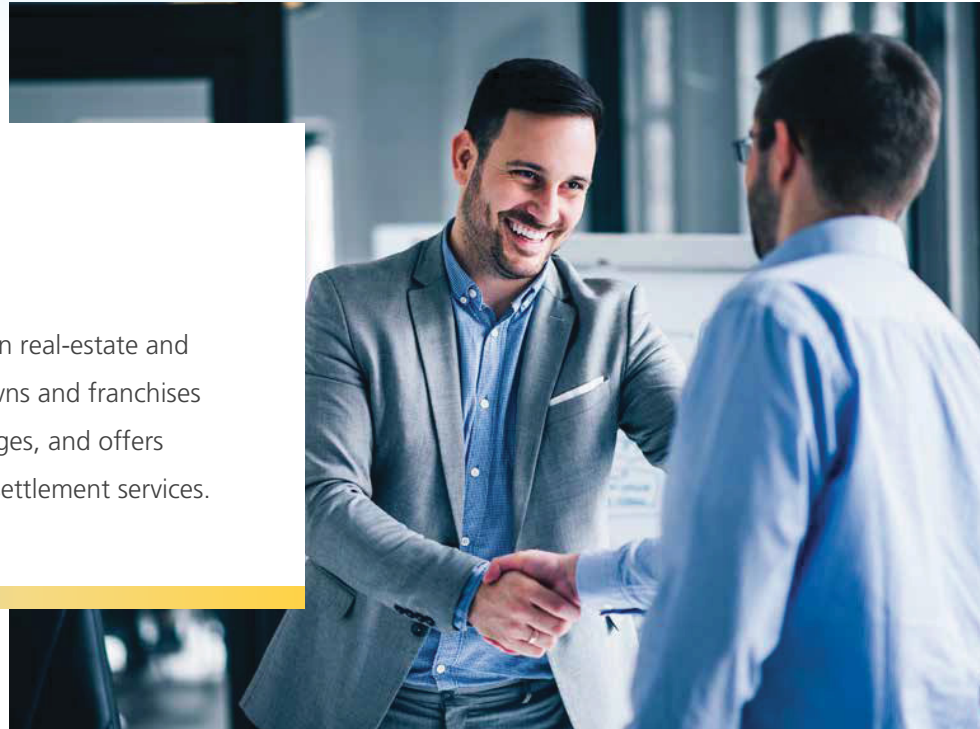
CASE STUDY

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**Product Evaluation for  
America's Leading Real Estate  
Services Firm's Contact Center  
Transformation**

## Client

The client is a publicly-owned American real-estate and relocation services company, which owns and franchises several real-estate brands and brokerages, and offers relocation, lead generation, title, and settlement services.



## Challenges



The client was looking for a product that is best suited to form a base for the large-scale transformation of their contact center



The client's existing technology landscape was limited in its flexibility to support changes in business operations in the post-COVID world



The client sought help in identifying the right product that will address the challenges of today and make the organization future-ready in a structured fashion



## LTIMindtree Solution

- 01** | LTIMindtree proposed an eight-week pure-play consulting to help the client evaluate the product under consideration
- 02** | We developed a custom framework, best suited for the client's organizational setup to evaluate the product for its suitability as per the client's requirement
- 03** | The exercise involved interviewing six different stakeholder personas (Agents, Supervisors, Managers, etc.)
- 04** | 150+ high level requirements were collated and prioritized across 15 functional areas within a span of few weeks
- 05** | 10+ workshops were conducted in conjunction with the product vendor to help business users evaluate the product against their requirements
- 06** | Over 1000 qualitative and quantitative feedback were collated and processed to conclude the final evaluation

## Business Benefits



Broader consensus within the larger organization was achieved around the larger direction and requirements for the proposed large-scale transformation.

**150+**

**high-level requirements** in the form of user stories were documented. These will be used to jumpstart the implementation phase of the transformation.



All key highlights of the product (fitment as well as gaps) became clear to stakeholders, thus helping them in making the right decision for the organization.