



SOLUTION BRIEF

MAVBIZ CARE FOR REAL ESTATE

Real estate agencies need to be available whenever and however customers contact them. Mavenir can improve their availability and responsiveness.

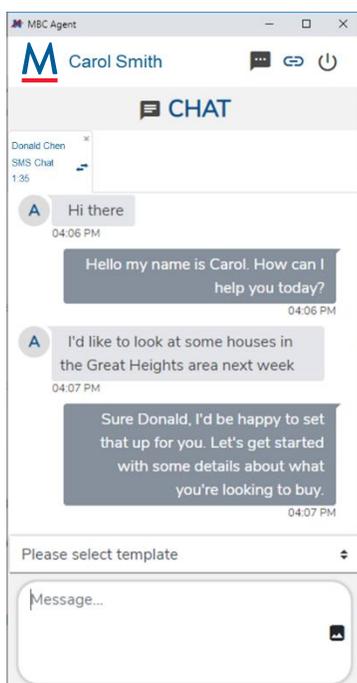
THE CUSTOMER ENGAGEMENT CHALLENGE

Over the past few years, the real estate industry has evolved from a physical location that customers visit to a communication platform with which customers engage. Customer habits have evolved as well – digital channels like SMS and live chat are now popular methods for contact. Many customers also expect to interact using social media platforms.

Real estate agents are highly mobile; many are home-based or rarely work in an actual office. This means traditional customer engagement solutions that are based on physical location are not an option. They need a solution they can take with them.

KEY BENEFITS

- Always available—realtors can access the system anywhere at any time
- Omnichannel –allows realtors and clients to communicate in a variety of ways
- Automatic callback—minimizes the amount of time clients must wait on hold and reduces abandoned calls
- API-rich—connects with a variety of applications, including scheduling systems and chatbots



MAVbiz CARE is a cloud-hosted, omnichannel contact center. As an omnichannel solution, Mavenir MAVbiz CARE provides a single user interface for all communications: voice, text, email, web chat, and social media. Agents can view all interactions in one place rather than juggling applications.

Understanding that many of today's realtors do not spend much of their workday in an office, the solution allows them to route all calls to their mobile phone. Even while they are driving between showing appointments, they can still be available to handle calls or messages.

Additionally, customers only need to know the main phone number of the business. This provides the business multiple benefits. The realtors' mobile number is never exposed to the customer which addresses privacy and availability concerns of employees. And, when a realtor leaves a company, they cannot take their clients with them because the company retains the primary number with



which customers are most familiar.

The solution supports automatic callback, which can help minimize excessive wait times that often lead to abandoned calls. Advanced services such as chatbots and API integration can provide clients with self-help capabilities for simple queries like verifying showing schedules and an escalation capability to reach another person when necessary.

When a client prefers messaging, they can interact in a variety of ways. MAVbiz CARE can message via SMS, MMS, RCS, or even social channels like Facebook or Twitter with pre-configured templates of responses. The realtor can potentially gain a new client because they can quickly respond even while at a showing with another client.



Conclusion

With conventional solutions struggling to evolve to meet the changing needs of customer engagement and retention, Mavenir's MAVbiz CARE can provide a simple, streamlined approach to futureproof businesses with a full-featured omnichannel solution delivered as-a-service. A disruptive technology that is available anytime and anywhere to meet the demands of a mobile workforce.

For more on Mavenir Solutions please visit our website at www.mavenir.com