

A Real Estate Company Uses SMS to Build Interest in New Projects



About the Customer

Klodovik is a real estate investment company that helps investors grow their funds through flipping real estate.



Challenge

Klodovik's business model required immediate communication capabilities with their potential investors. This would enable them to notify investors about new projects, send updates on existing projects, and notify stakeholders when they reached key milestones.

To facilitate that communication, they needed a solution that could verify phone numbers. Real time communication is vital, and the company was interested in receiving the highest quality service for this critical functionality.



Solution

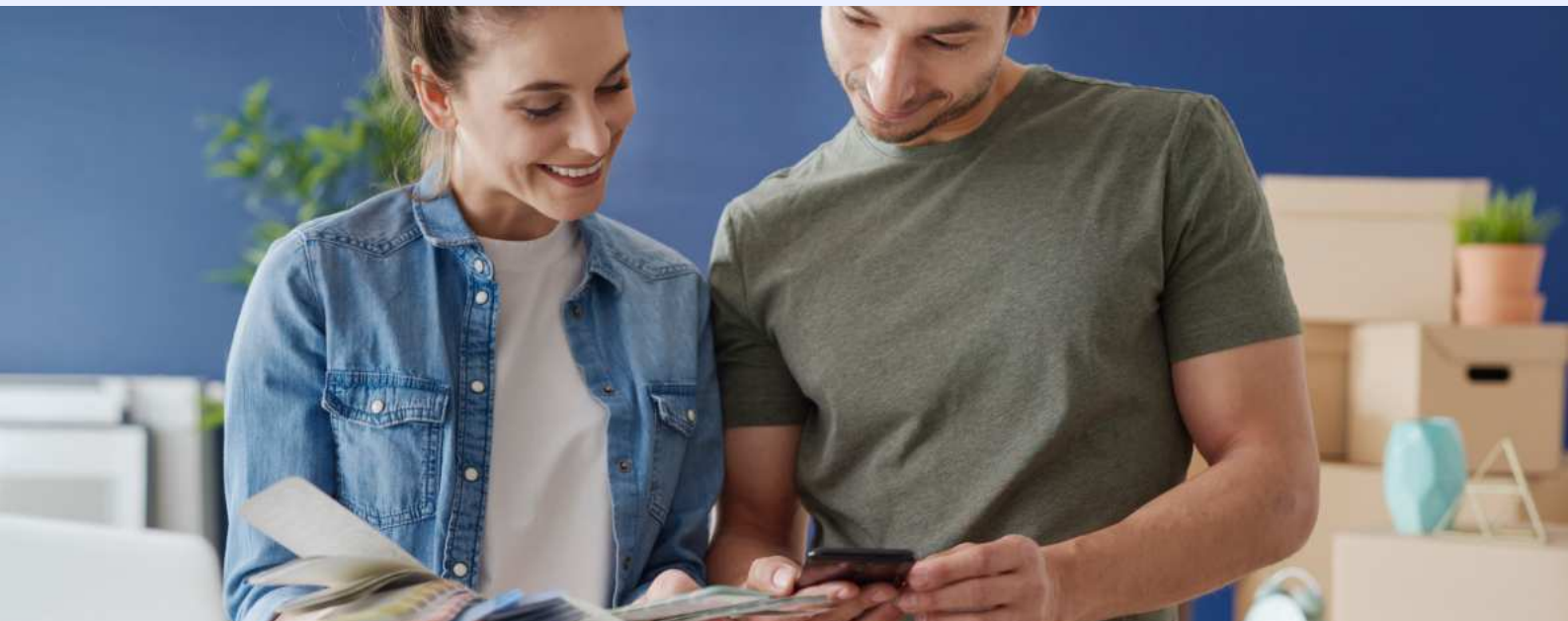
MMDSmart implemented two products to achieve the results Klodovik was looking for. It used SMS API to perform phone number verifications, and WhatsApp Business for the instant communication that was required. Together, Klodovik and MMDSmart developed an effective communication strategy that enabled the company to get maximum involvement from its investors.



Key Results

Klodovik reported that the communication system is working with a 100% reduction in sending messages to invalid numbers. WhatsApp Business messaging has improved investor communications, increased initial interest in new projects by 31% and has been effective in notifying stakeholders at important milestones. Today, they have an exceptional user experience with minimal friction from their users.

"With the communication strategy that we created with communication industry experts from MMDSmart, we managed to get maximum involvement from our investors and get projects done on even before the deadlines." said Nikola Stanicic, Co Founder of Klodovik



About MessageWhiz

MessageWhiz helps brands build one-to-one relationships with customers through messaging marketing tools, to deliver the perfect customer experience.