Mindtree

A Larsen & Toubro Group Company

Product evaluation for America's leading real estate services firm's contact center transformation

The 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.

The Challenge

- 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

Our Solution

1. Mindtree proposed an 8-week pure-play consulting to help the client evaluate the product under consideration

2. 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

3. The exercise involved interviewing 6 different stakeholder personas (Agents, Supervisors, Managers, etc.)

4. 150+ high level requirements were collated and prioritized across 15 functional areas within a span of few weeks

5. 10+ workshops were conducted in conjunction with the product vendor to help business users evaluate the product against their requirements

6. Over 1000 qualitative and quantitative feedback were collated and processed to conclude the final evaluation

Client Benefits

01

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

02

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

03

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.

About Mindtree

Mindtree [NSE: MINDTREE] is a global technology consulting and services company, helping enterprises marry scale with agility to achieve competitive advantage. "Born digital," in 1999 and now a Larsen & Toubro Group Company, Mindtree applies its deep domain knowledge to 260 enterprise client engagements to break down silos, make sense of digital complexity and bring new initiatives to market faster. We enable IT to move at the speed of business, leveraging emerging technologies and the efficiencies of Continuous Delivery to spur business innovation. Operating in 24 countries across the world, we're consistently regarded as one of the best places to work, embodied every day by our winning culture made up of over 27,000 entrepreneurial, collaborative and dedicated "Mindtree Minds."

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