



## Challenge

To build a new website for an estate agent catering for the luxury property market in central London. The client wanted to use the site to build accurate profiles of potential customer types in order to increase sales efficiency.

The website needed to properly represent the brand positioning of Druce and appeal to the type of highly specialised market that comprised the core of the agency's clientele. It also needed to ensure the user's on-line experience mirrored the helpful, personalised service delivered in the company's branch agencies. Built-in data capture facilities, a simple to use back-end system allowing authorised agency staff to upload new property information and the ability to generate trends and activity reports when needed were also a must.

## Response

We conducted an initial analysis of the key areas of Druce's business where a website could offer a customised service to buyers. The website was constructed around a database-driven engine that allowed customers, once registered on the site, to build a personal portfolio of the properties in which they were interested. Registrants could also opt to receive email alerts of new properties that matched their personal criteria, straight to their inbox. Fully illustrated property details could also be emailed directly from the website to a partner, friend or client. For flexibility, we extended the service's capabilities to allow SMS delivery to mobile phones. Additional technology was incorporated that linked the property search function to an existing map service, so customers could see a property's location instantaneously.

## Result

Tracking individual customer data has helped the agency target new buyers more accurately, which has led to a 40% increase in enquiries. The use of 'property alert' emails has encouraged a greater responsiveness in customers and helped to increase turnover every month. The reporting system has revealed new buying trends by identifying the most popular streets, postcodes and property features. It shows who is viewing floor plans and photos, and how many times they look, before arranging a viewing. Druce is able to match a tailored portfolio of properties to specific customers, which has transformed the way in which the company handles its sales process. That selling process is now pro-active and highly efficient.

Works Digital gave Druce the tools and intelligence about their clients that they were missing. The automated data exchange connections put in place to the major property portals ensure that they give their clients the best exposure possible for their properties.

“ Our website paid for itself in the first month by helping to secure a sale we would not have got otherwise. ”

Greg Verhoef  
Managing Director, Druce

