



Golden Home
Real Estate

Creating Memorable Customer Journeys

From First Contact to Repeat Business



www.goldenhome.gr



info@goldenhome.gr



Why CX Is Crucial in Real Estate

What makes a customer come back again?



Consistency

Consistency ensures that every interaction, whether online, over the phone, or in person, delivers the same high-quality experience. A consistent approach across all channels builds a reliable reputation and fosters long-term customer relationships.



Speed

Speed in real estate involves quickly responding to inquiries, providing immediate property matches, and expediting the buying or renting process. Fast service keeps customers engaged and satisfied, reducing the likelihood of losing them to competitors.



Trust

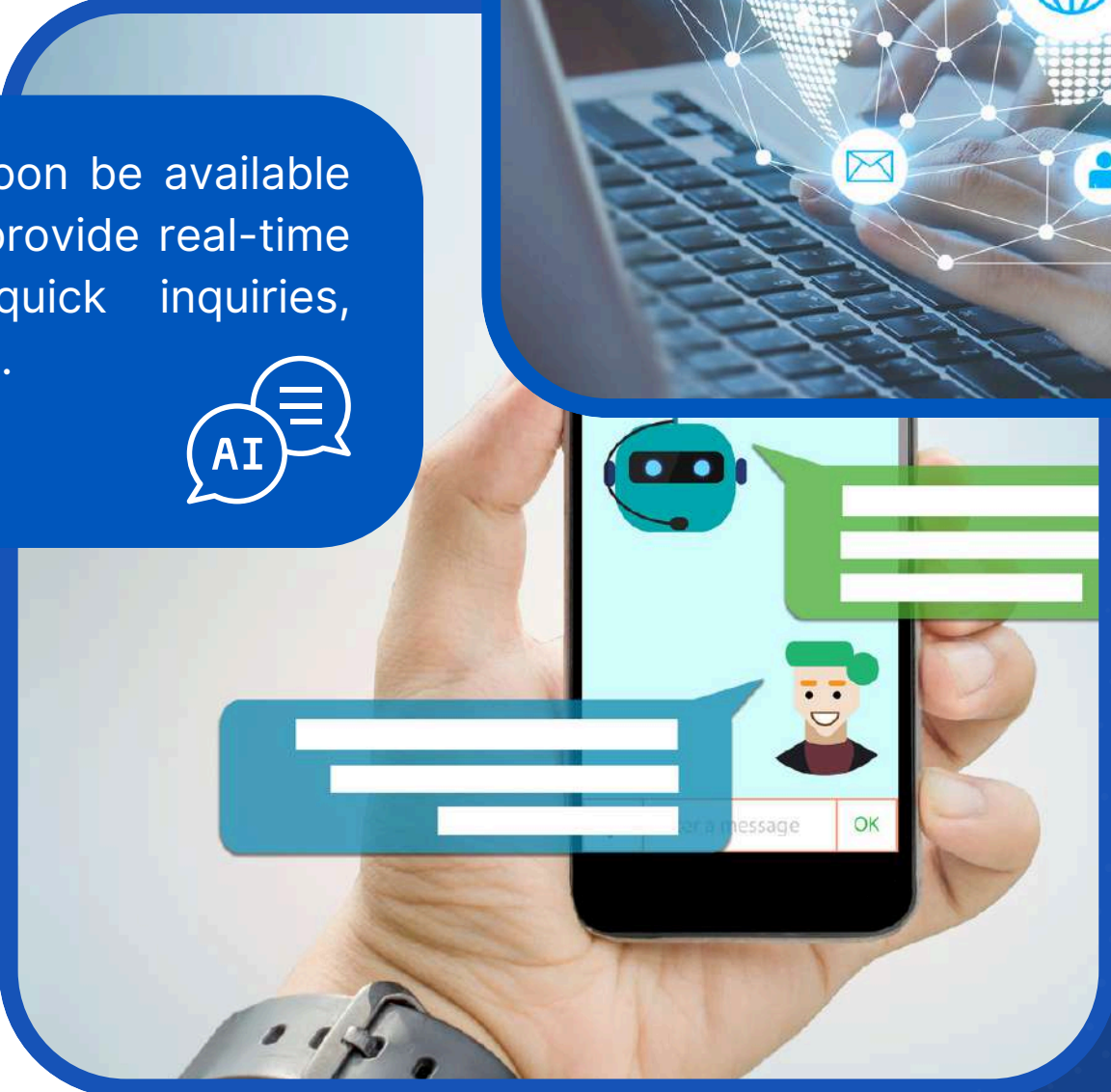
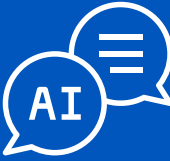
Building trust in real estate means providing transparent information, reliable service, and fulfilling promises. Customers need to feel confident that their needs and investments are being handled with care and professionalism.

The Multichannel Experience

Effective use of multiple channels enhances customer reach and experience.

- Website
- Social Media
- Viber & WhatsApp
- Call Center
- Mobile App
- Email

A new AI-powered tool will soon be available on our website, designed to provide real-time answers to simple and quick inquiries, enhancing the user experience.

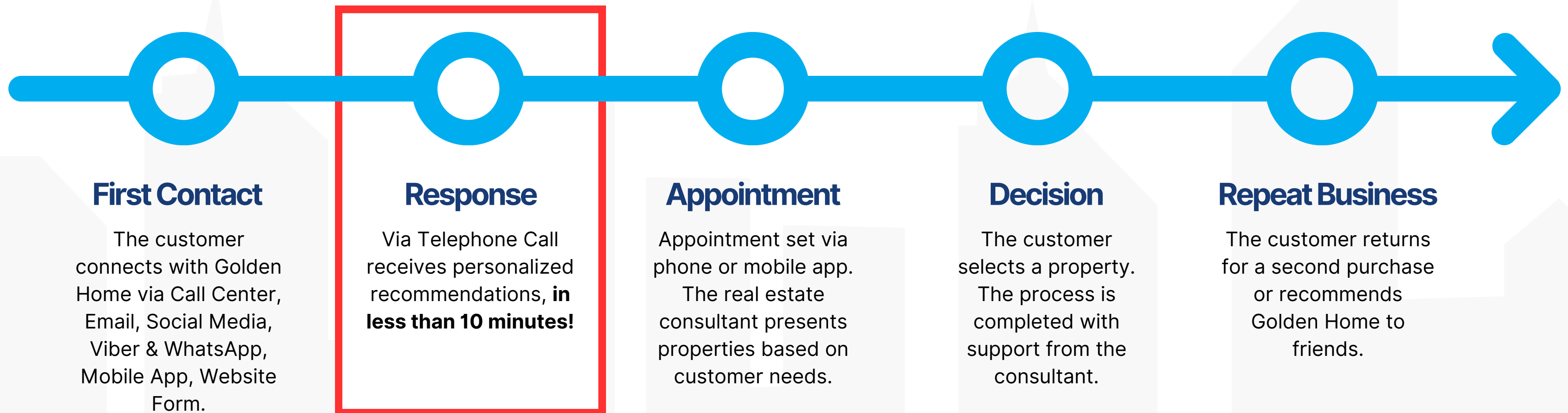




Typical Customer Journey at Golden Home



How We Create Memorable Customer Journeys



First Contact

The customer connects with Golden Home via Call Center, Email, Social Media, Viber & WhatsApp, Mobile App, Website Form.

Response

Via Telephone Call receives personalized recommendations, **in less than 10 minutes!**

Appointment

Appointment set via phone or mobile app. The real estate consultant presents properties based on customer needs.

Decision

The customer selects a property. The process is completed with support from the consultant.

Repeat Business

The customer returns for a second purchase or recommends Golden Home to friends.

Empowering Teams for Exceptional CX

The **Golden Home Academy** stands out as Greece's only comprehensive training program dedicated to cultivating exceptional real estate professionals. Spanning a rigorous 12-month curriculum, the academy equips participants with cutting-edge tools and methodologies. Training is led by top industry professionals, ensuring that our team not only meets but exceeds the evolving expectations of our clients.

KEY MODULES



"Syntonizomaste"

Focus on improving customer experience. Development of skills such as: Complaint management, Empathy, Building trust relationships.



Communication & Presentation Skills

Focus on communication skills for: Effective property presentation and successful negotiations.



Effective Collaborations



Seamless and Efficient Process for Our Clients

Golden Home collaborates with a network of trusted lawyers, notaries, and engineers to ensure a smooth and expedited process for our clients. These professionals are recommended to clients to facilitate the formalities involved in real estate transactions, making the process as efficient and straightforward as possible.



Continuous Education for Our Real Estate Consultants

Our partners (lawyers, notaries and engineers) regularly conduct seminars for our real estate consultants, keeping them updated on the latest market developments and legal or technical changes. This ongoing education ensures that our consultants are well-informed and equipped to provide top-tier service to our clients, addressing any queries or concerns with the latest industry insights.



Post-Sales Experience

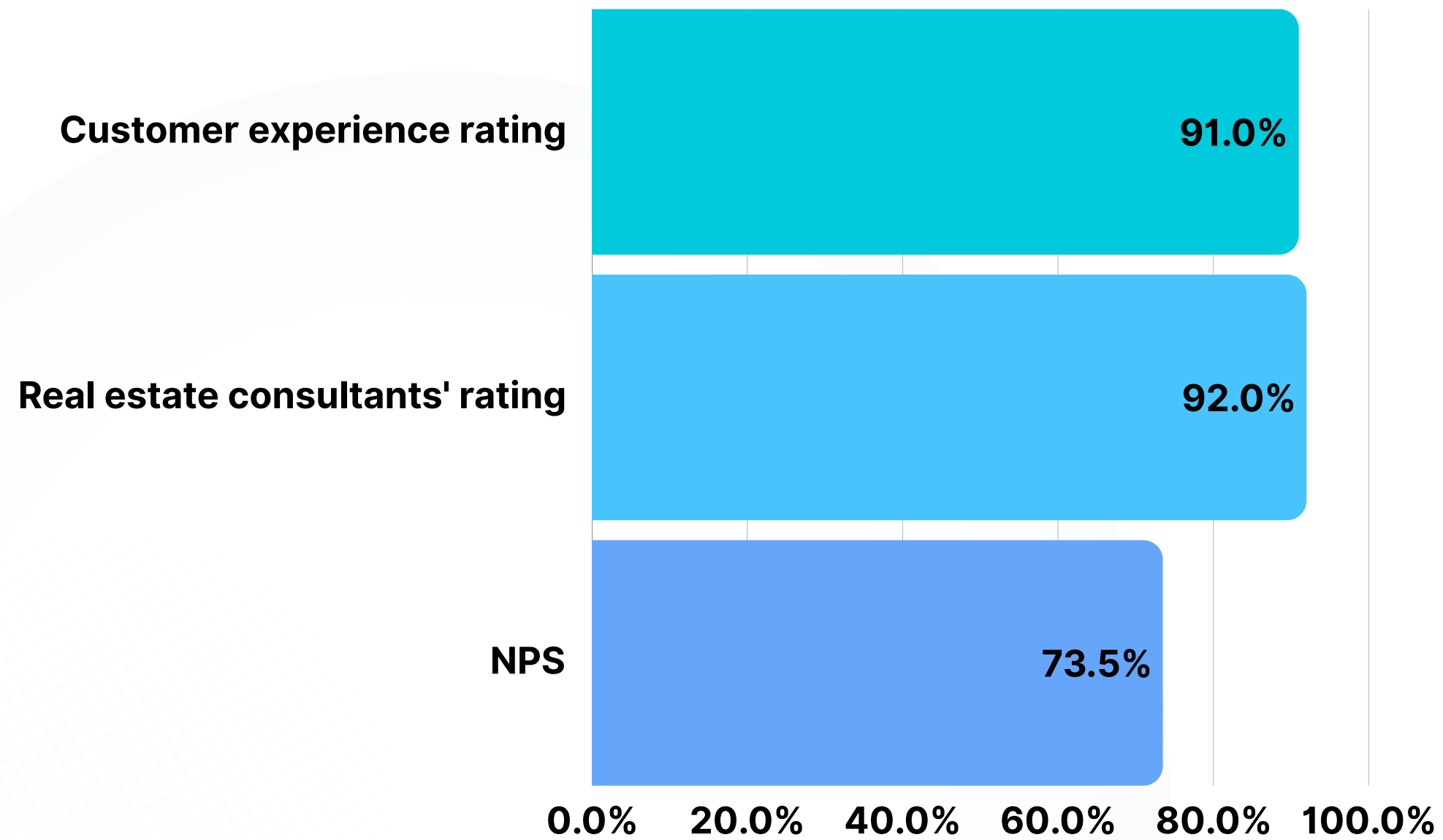
Dedicated Post-Purchase Support: At Golden Home, our commitment to clients extends beyond the sale. Following the signing of the contract, the real estate consultant who assisted the client reaches out via phone to ensure that everything proceeded smoothly and to offer any additional support or assistance the client might need.

Feedback and Continuous Improvement: We also send a digital satisfaction and feedback questionnaire to our clients, inviting them to share their experiences and suggestions for improvement. This proactive approach has not only helped us refine our services but has also resulted in consistently high satisfaction rates, reflecting our dedication to client happiness and service excellence.



CX Metrics 2024

Companies with strong CX see higher customer retention and growth



**CX IS AN
INVESTMENT,
NOT A COST**





**THANK YOU FOR
YOUR ATTENTION**

