



Rethink Real Estate

CONTEXT

The client is one of the largest real estate companies focused on large scale residential and commercial real estate.

THE ASK

- + Reimagine the life experience of inhabitants with development on pillars of sustainability, digitization and accessibility.
- + Redesign the development process to bring efficiency, accountability, safety and resourcefulness.
- + Train the customer facing team to be customer-centric.

THE ACTIVITY

Process design workshop (2 days) and digital experience blueprint design.

THE INNOVATION

- + Creation of a digitally enabled experience and smart planning / space design detailing to improve the social experience, navigation , safety, community development and maintenance of the development.
- + The estate managers' digital ecosystem design for day-to-day management, predictive maintenance and sustainable automation.
- + The setting up of customer advocacy office for constant customer-centric innovation.

ANTICIPATED IMPACT

- + Product premium of 15% and rise in demand due to experience differentiators.
- + Senior citizen and child friendly design and community experience.
- + Estimated 20% energy and resource save.