

CASE STUDY:

Gupshup's WhatsApp Business API solution helped NoBroker achieve a 20X annualised ROI through cost savings

Introduction

NoBroker is a Bangalore based real estate property portal through which owners can connect with genuine, verified buyers and tenants directly, in multiple cities like Bangalore, Mumbai, Pune, Chennai and Gurugram. The company was founded by IIT and IIM Ahmedabad graduates, Amit Kumar Agarwal, Akhil Gupta & Saurabh Garg back in 2014.

"NoBroker believes in solving customer problems using technology and machine learning. WhatsApp has helped us achieved this with its ability for two-way conversations with customers without any need for human intervention. Within a short span of 3-4 months, we took our property listing experience to the next level and solved one of our biggest problems—uploading property photos—resulting in a 20X annualised return on investment through cost savings."

Akhil Gupta
Co-Founder & Chief Technology Officer, NoBroker

The Challenge

NoBroker noticed that many of its customers were facing problems while uploading photos of properties they wanted to list on the website or app. The team would then reach out to the customers via short-message service (SMS) or email, but noticed that the open rate for emails was less than 3%, and SMS had a poor click-through rate of 4-5%. The company also spent extensive time on support calls with property owners to collect and upload pictures onto the website and app from their end.

NoBroker wanted to maintain its market position by giving owners a property listing experience that was simple, reliable and fast. The company was looking for a self-service platform and an automated communication medium that it could provide to property owners to make collecting and uploading property photos easier and hassle-free.



NoBroker x Gupshup Integration

Because WhatsApp is a more widely preferred communication tool among customers of all ages across India, NoBroker saw an opportunity to use the Notification and Customer Service features on the WhatsApp Business API to connect with property owners.

NoBroker partnered with Gupshup, a leading smart messaging platform that offers a comprehensive product portfolio, including an easy-to-use omnichannel messaging API, advanced bot building platform and mobile marketing tools for the API integration.

When property owners first register for a NoBroker account, they can choose to opt-in to receive notifications on WhatsApp. NoBroker also offers opt-ins to existing users through emails and through appropriate pages on the website. Over 88% of its users chose this option!

For property listings without enough pictures, NoBroker used WhatsApp Notifications to ask property owners to send pictures. Property owners could then interact with NoBroker through the Customer Service feature on WhatsApp and reply with pictures on the chat window itself, just as they normally would with their friends and family. Once the real estate platform's deep-learning algorithm approves the photos, they are then automatically uploaded to the online property listing.

Gupshup thus helped NoBroker implement this solution, making NoBroker one of the first real estate companies to offer WhatsApp as a communication tool.

The Result

20x

Annualised return on investment through cost savings

2.8x

Increase in properties let out or sold

6mins

To upload photos to property listing (reduced from 3 days)

