

Voiso Powers Realtree Properties' Growth with AI-Powered Dialer

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Voiso, the AI-powered contact center solution, has helped Realtree Properties, a Dubai-based real estate brokerage, revolutionize its sales and outreach strategy with seamless integration of its AI-powered dialer and their preferred CRM. This collaboration has significantly increased productivity, reduced response time, and enhanced lead conversion for the real estate firm.

As one of the most competitive industries globally, real estate depends on speed, efficiency, and timely follow-up. Realtree Properties sought a solution that could keep pace with their growing volume of investor leads, streamline communication workflows, and provide their sales team with the tools they needed to close deals faster.

?In our business, seconds matter. If you?re not following up in real time, someone else is. Voiso gave us that edge,? says Ali Mustafa, CEO & Founder at Realtree Properties.

Realtree Properties encountered significant operational obstacles prior to integrating Voiso's advanced AI technology. Their contact center operations were heavily reliant on manual dialing processes, which were time-consuming, inefficient, and prone to human error. This manual approach hindered agent productivity, leading to inconsistencies in performance and missed opportunities for engagement with potential clients. Moreover, their existing technology infrastructure lacked the sophistication required for real-time campaign optimization.

The disparate nature of their tools, compounded by the absence of seamless CRM integration, created data silos and prevented them from gaining a holistic view of their lead pipeline. This fragmentation made it difficult to identify trends, measure campaign effectiveness, and make informed decisions on the fly. As their lead volumes expanded, their legacy tech stack proved inadequate to handle the increased demand.

The existing systems struggled to scale efficiently, resulting in bottlenecks and operational inefficiencies. Agents faced challenges in managing follow-up activities and effectively qualifying leads. The lack of automation and streamlined workflows meant that valuable leads were often overlooked or lost in the shuffle.

Consequently, Realtree Properties recognized the urgent need for a comprehensive, AI-driven solution to address these challenges and enhance their overall contact center performance.

With the integration of Voiso?s AI-powered dialer and seamless integration into Zoho CRM, Realtree Properties saw an immediate improvement. Voiso's solution provided:

Voiso?s AI-powered dialer has significantly boosted Realtree Properties' efficiency and outreach, leading to a 30% increase in agent talk time and a 40% reduction in idle time between calls. This has resulted in a 40-50% increase in calls made per agent per day and a 35% faster lead response time.

The AI dialer enabled Realtree Properties agents to make more calls with greater efficiency, while real-time analytics and speech analytics provided key insights into agent performance and lead quality, driving faster decision-making and more effective sales strategies.

?Voiso isn?t just a dialer. It?s part of our growth engine. It empowers our team, connects us to global investors faster, and helps us win in a competitive market,? adds Ali Mustafa.

Seamless integration is key, and this was one of the key factors that led Realtree Properties to choose Voiso was its seamless integration with their CRM, ensuring no lead would be lost and allowing for complete lead visibility. Call outcomes, voice notes, and recordings were automatically synced to their CRM, enabling a smooth handoff between sales agents and real-time pipeline management.

?By integrating our CRM with Voiso, we?ve automated workflows, improved lead tracking, and provided actionable insights that are directly tied to campaign ROI. It?s a game-changer for us,? says Ali Mustafa.

The integration also helped Realtree Properties save costs by consolidating their tech stack and reducing operational inefficiencies by 18%. More importantly, the qualified lead-to-booking ratio improved by 22% after implementing the solution.

Future-proofing sales for growth is key to have a mindset. As Realtree Properties continues to scale and expand internationally, the integration of Voiso and their CRM has become a crucial component of its growth strategy. The firm plans to reach more investors in international markets and launch multilingual campaigns, with Voiso playing a central role in optimizing the sales process and accelerating outreach.

Voiso?s AI-driven dialer is not just an improvement to the sales workflow; it?s enabling Realtree Properties to elevate its global sales efforts, connecting more investors, faster, and with greater efficiency.

?Voiso helps our team work smarter, not harder, allowing us to scale our sales operations without adding extra resources,? says Yaqub.

About Voiso

Voiso is an AI-powered contact center platform designed to enhance agent productivity, improve customer engagement, and scale communication operations. With advanced features such as AI Predictive Dialers, Speech Analytics, Omnichannel Communication, and Real-Time Dashboards, Voiso helps businesses deliver high-performance customer interactions globally.

Learn more at www.voiso.com

About Realtree Properties

Realtree Properties is a Dubai-based real estate brokerage serving global investors with curated off-plan and ready-to-move projects. Built on integrity, innovation, and investor-first service, Realtree leverages digital tools to deliver results that move markets.

Visit www.realtree.ae

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Voiso Inc

We started small by building a simple, reliable calling tool. Over time Voiso has become a modern end-to-end cloud contact center software.

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