

# Service for Estate Agent Work Optimisation

*A multi feature browser plug-in for estate agents which simplifies interacting with customers on social media.*

## \ Challenge

Classic methods of extending the customer base are not effective enough on today's real estate market. It's important for a business to stay in touch with every customer, even if there are hundreds and thousands of ones. Thus, this challenge is virtually impossible for estate agents. Their performance declined constantly, which negatively affected the company's financial results. The customer needed a tool to find new clients and to interact with them in social networks. The solution was to automatically perform a number of routine tasks: adding people to a friend list, wishing them a happy birthday, sent personal messages, etc.

A number of requirements were set for the product:

- Easy to install, use and configure.
- Supporting popular browsers and operating systems.
- Based on user accounts.
- Performing tasks simultaneously and autonomously



### Industry

E-commerce

### Location

United States

### Key points

- We have automated the work of realtors with social networks.
- We have designed a simple and intuitive interface.
- We have provided support for most browsers and operating systems.

### Team

Project manager — 1  
QA engineer — 1  
Analyst — 1  
Back-end developer — 1  
Front-end developer — 1  
DevOps — 1

### Duration

3 months

### Technologies

Java, JavaScript, TypeScript

# Approach

Communication with client was based on the following principles:



Quick Start



Transparency of process



One-Hour Response



Scalability



High level of trust

## Availability

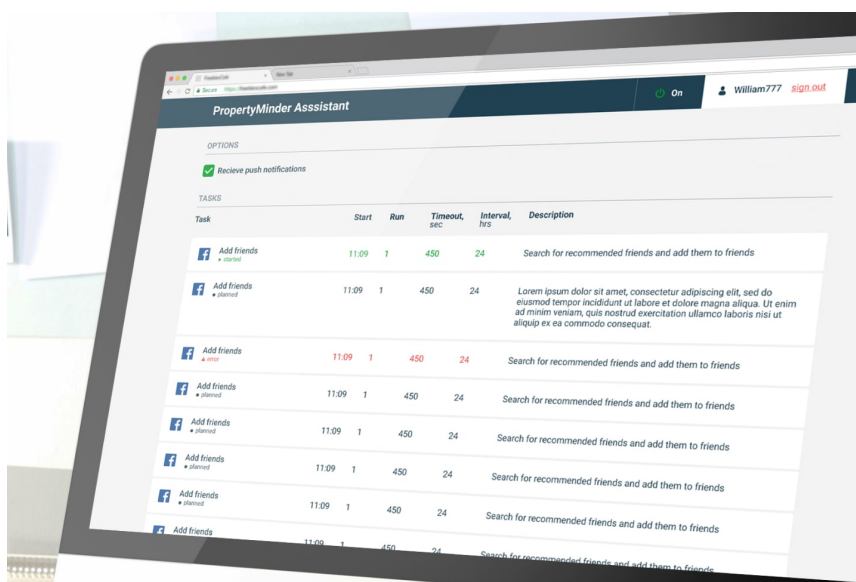
Our specialists were about to design and start implementing a web browser plug-in according to customer requirements. It was crucial to make the plug-in operation process as easy and clear as possible. We made it possible to install it simultaneously with the browser, with no external equipment needed and implemented a quick start single button feature.

## Functionality

The plug-in performs a range of tasks loaded from the server. For example, when launched in an open Facebook page, it automatically adds the recommended users into the estate agent's friend list, thus extending the customer base. However, only those people will be added who meet the requirements to potential customers: age, location, marital status, social status, etc.

## Technologies

The server side of the system from which tasks are loaded was written in Java, the plug-in itself was in TypeScript, and the executable task code was in JavaScript. A team of 6 had been working on the project for 3 months.



## Result

The result of our work was an easy-to-use tool which automated routine tasks of estate agents at sites and on social networks.

Task scenarios are created by the customer on the server side, and estate agents load and use them to complete their tasks. The plug-in is distributed under a paid subscription. It is account-based and creates considerable product monetisation potential for the customer. This software solution can automatically congratulate friends on social networks on different occasions, send messages and make scheduled posts in the feed. Still, these is not the full list of its features.

The solution's undeniable benefits are:

- User-friendly and intuitive interface.
- No need for constant updates.
- Reduced time and effort required for task performance.
- Support of diverse operating systems and browsers.

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