



## GoldenLion Implements Real Estate CRM at Portiqo

### COMPANY PROFILE

Portiqo is a leading residential rental and property management business based in Chennai, Tamil Nadu. The company offers complete property management services with an aim to bridge the gap between property owners and tenants by taking care of all background checks, paper works and property monitoring needs. With an objective of making residential property renting a completely hassle-free experience, Portiqo offers exceptional services to each customer, each time.



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### PROBLEM AREAS

Keeping in mind their goal of transforming the residential rental scene in India, Portiqo was looking for a ZOHO CRM expert with thorough experience in real estate industry in the country. Another of their concern was the time zone; as Portiqo was operating from India, they wanted a company based in the same country.

#### Problem Areas

- ❖ Finding a ZOHO Partner who have in-depth knowledge in real-estate industry in India.
- ❖ Customizing and setting up ZOHO CRM
- ❖ Creating a testimonial page with conditional redirection function.

While looking for a customised CRM, Portiqo's main concern was creating an intuitive property recommendation function based on the search criteria. Also, being a new company, they needed to build a strong online presence, especially on Google reviews. Thus, they were looking at creating a testimonial page that can be directed towards online review pages based on conditional redirection.

After much research, Portiqo came to know about GoldenLion through ZOHO Partner Network.

"We were looking for a reliable ZOHO partner who have complete idea about the real estate industry in India. While there are quite a few ZOHO partners in the country, GoldenLion seemed to be one of the bests who matched these criteria", said Ravi Duddukuru, CEO, Portiqo.

### GOLDENLION OFFERS REAL ESTATE CRM TO PORTIQO

GoldenLion tailored ZOHO CRM to fit the requirements of real estate industry, and further customised the software to accommodate the unique needs of Portiqo. The CRM experts of GoldenLion understood the recommendation criteria of Portiqo and created a unique workflow to populate related properties for each search.

## Solutions Offered

- ❖ GoldenLion offered their industry specific Real Estate CRM.
- ❖ GoldenLion created conditional re-direction function for Portiqo's testimonial page.

Conditional redirecting was also implemented on the testimonial page. The page was created so that all 5 start reviews get diverted to the Google Rating site to create a great online reputation.

With this tailored CRM in hand, Portiqo can now generate highly relevant property recommendations which in turn add to their customer

satisfaction as well as increase in sales numbers.

"Golden Lion's Real Estate CRM is a well thought through solution to meet many Real Estate use-cases. In addition, it was also flexible enough for easy customization resulting in minimal customization costs. Lead capture to Customer Management to Property tracking etc. were all there. It was a great experience working with them. The team is very responsive, got things done on time. They took time to help us understand the system so that we can be more productive. Thumbs Up team! Great Job!" concluded Mr. Duddukuru, CEO, Portiqo.



**Ravi Duddukuru**

CEO  
Portiqo

## Contact Us

GoldenLion Consulting Services Pvt. Ltd.  
PS IXL, Phase-I, Block No. A, Floor 5,  
Office No. 503A, Kolkata 700136, INDIA  
[www.glionconsulting.com](http://www.glionconsulting.com)



+91 33 65550365



[zoho@glionconsulting.com](mailto:zoho@glionconsulting.com)



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## About GoldenLion

GoldenLion started its journey in 2010 with a goal to help small and mid-sized organizations multiply their sales revenue by putting in place structured sales processes combined with deployment of world-class sales tools.

With this goal in mind, GoldenLion became an Alliance Partner of Zoho Corporation in 2011 in order to deploy Zoho suite of on-demand productivity and collaboration applications amongst these organizations. Over the years GoldenLion has emerged as one of the top consulting partners of Zoho worldwide.

For more information about GoldenLion, please visit [www.glionconsulting.com](http://www.glionconsulting.com).

