

Metadata launches its Real Estate Software "Property-xRM"

Written by Metadata

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BENGALURU: With the Indian Real Estate market in general and the Bengaluru market specifically poised for growth, Metadata Technologies, a leading provider of Microsoft Dynamics customer relation management (CRM) solutions and services in India and the Middle East, announced the global launch last Thursday of its new generation Online **Real Estate CRM** solution 'Property-xRM' built on the Microsoft Dynamics CRM platform.

Commenting on the occasion Rasheed Muhammed, MD, Metadata said, "Today's Real Estate customers are discerning and looking for Developers who have new age capabilities for managing customer relationships. With the increased growth in the Real Estate Market, the industry is witnessing a buyer's market, thereby triggering the need for sellers to adopt a customer centric business model equipped with state of the art systems."

Rasheed Muhammed went on to add, "Our new online **Real Estate CRM** solution will deliver on this promise of customer centricity by bringing together Microsoft Dynamics CRM technology in a manner which will help the Real Estate companies to better nurture and engage with their customers. Property-xRM for Real Estate is a true end-to-end CRM solution that is aptly poised to grow beyond India to the global markets in the World."

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The Property-xRM tool is a powerful combination of the user friendly Microsoft Dynamics CRM platform coupled with the rich real estate experience of Metadata and supported by the functionality developed by in house teams over a decade. With the Indian Real Estate market in general and the Bengaluru market specifically poised for growth, there is an urgent need to provide customers with a state of the art transactional experience. With a combination of Microsoft's ongoing technological advancements including customizable workflow, Outlook email integration, mobility features, social media integration, easy user interface and supported by a full stack of Microsoft products including Office 365, makes Property-xRM a superior product in the market today.

On reason for launching online CRM solutions Amjad Jaleel, GM, Metadata said, "The market forces have changed - The Gold Rush is over! Customers are now increasingly looking towards quality service and in today's context, every Real Estate Company must have a comprehensive CRM suite and not just automation," and added, "As a company we strive for excellence and value our customers and this has resulted in a growing list of satisfied customers in our client roster."