



CASE STUDY

AI Automation

Company Name: Hai Alzeitoon
Industry: High end UAE Real Estate Business.
Duration: 1-2 Weeks
Services Delivered: WhatsApp Business Cloud API, Conversational AI Engine, Webhook CRM Integration, CalDAV Scheduler.

01. The Situation

Where They Started

The client was spending heavily on digital acquisition and portal listings, generating **200+ monthly inquiries**. However, incoming leads sat unattended for an average of 45 minutes because agents were busy in meetings or in transit. Over **40% of leads arrived after 7:00 PM** or on weekends and were **not contacted until the next business day**—by which time prospects had moved on.

02. The Problem

What Was Actually Broken

- Root Cause 1 (Fatal Follow-Up Latency):**
Industry data proves that leads contacted after 5 minutes drop in conversion by 80%. The client's 45-minute average response time meant 60%+ of paid inquiries went cold.
- Root Cause 2 (The Weekend & After-Hours Black Hole):**
Evening and Friday inquiries received zero engagement, resulting in massive wasted advertising spend.
- Root Cause 3 (Agent Burnout & Low Leverage):**
Senior brokers were spending 15+ hours weekly manually typing greetings, asking basic budget questions, and emailing PDFs to unqualified leads.

03. What We Did

The 3 - Phase Surgical Turnaround

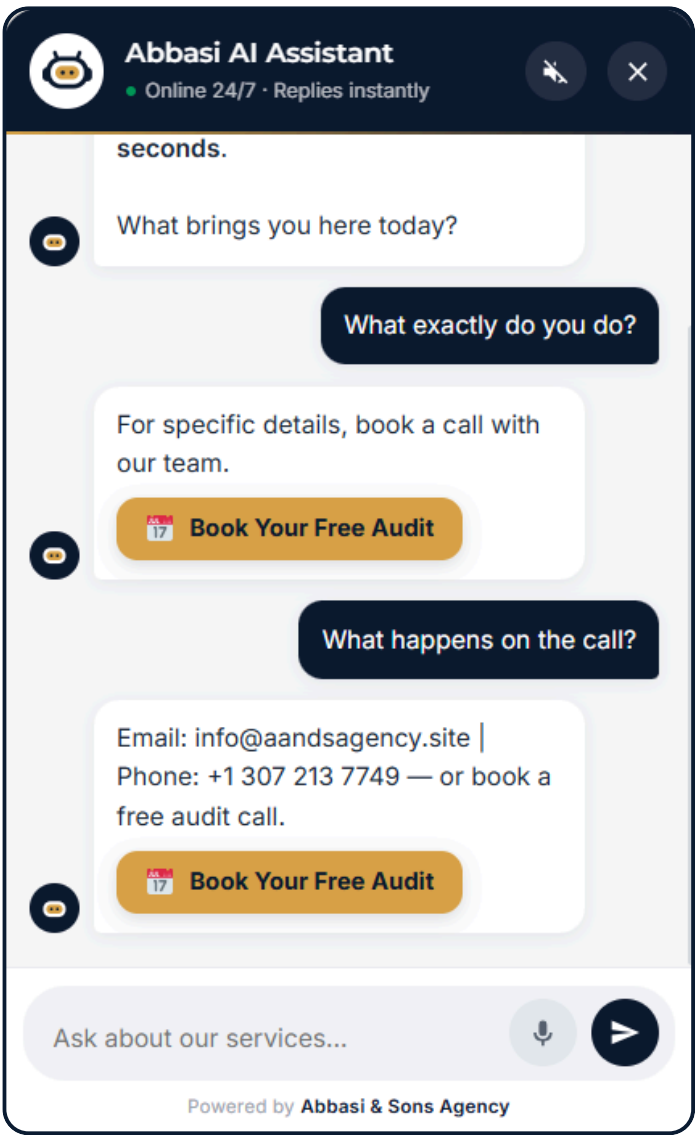
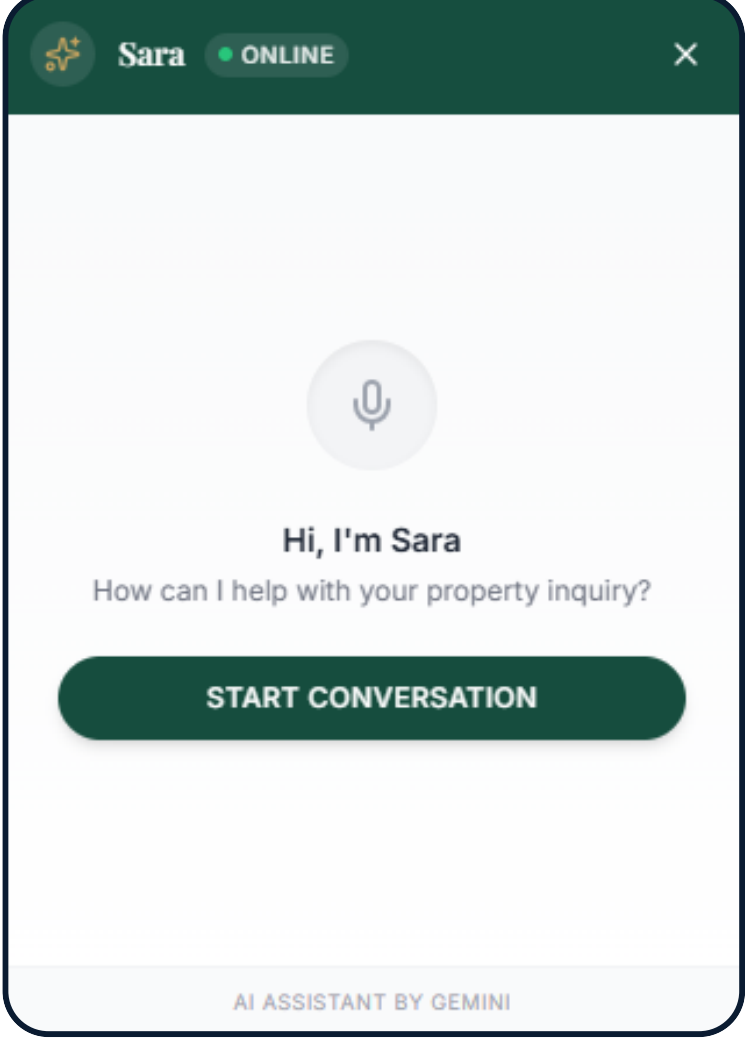
- Phase 1: Qualification Logic & Playbook Design:**
Mapped out conversational decision trees (budget thresholds, location preferences, purchase timelines) and programmed instant brochure delivery triggers.
- Phase 2: Sub-3-Sec WhatsApp Engine Deployment:**
Connected web forms and ad leads directly to our WhatsApp API engine, firing customized, conversational qualifying questions within 2.5 seconds of submission
- Phase 3: Automated Calendar Booking & CRM Auto-Sync:**
Qualified prospects (e.g. verified \$1M+ budget) were automatically routed to live agent viewing schedules, with conversation summaries synced into the CRM.

See Our 60 Second Engine in Action

Click here



Visuals



04. The Results

AI Automation Measurement Standard

Core Measurement Metric	Before	After	Change	Data Source / Verification
Average First-Response Time	42.0 Minutes	2.4 Seconds	-99.9% Instant	WhatsApp API Timestamp Logs
After-Hours Inquiries Qualified	9.2% Qualified	86.4% Qualified	+839.1% Lift	CRM Lead Ingestion Report
Uncontacted Lead Leakage Rate	34.5% Lost	0.8% Lost	-97.7% Leaks	Paid Traffic vs. Contacted Audit
Weekly Hours on Manual Filtering	16.0 Hours	1.5 Hours	14.5 Hrs Saved	Sales Team Time Tracking

05. In Their Words

Client Quote

*"Before the AI engine, our brokers spent half their day texting 'Hi, what is your budget?' to people who never replied. Now, my **agents wake up with confirmed viewing appointments** already scheduled on their calendars, with budget and project preferences attached. It's like adding 5 full-time sales assistants without the overhead."*

Zain Qureshi, Managing Broker