



Table of Contents

ReplyWithMe (RWM) – Dubai Real Estate Use Case	2
Overview	2
1. Marketing – Convert Advertising into Measurable Leads	2
Digital Advertising & Social Media	2
Physical Advertising	2
Measure Marketing ROI	3
2. Sales – Take the Customer to the Right Sales Stage	3
Lead Qualification	3
Understand Customer Intent	4
Property Engagement	4
3. Support – Continue the Customer Relationship	4
Finance	5
Property & Documentation	5
Investment Support	5
4. Integration with Existing Systems	5
CRM Integration	5
Telecommunication / Call Integration	5
Other Integrations	6
5. Automation Rather Than AI	6
6. Subscription Model	6
7. Real Estate Demo	7
RWM in One View	7
ReplyWithMe (RWM)	7



ReplyWithMe (RWM) – Dubai Real Estate Use Case

Overview

ReplyWithMe (RWM) is a Lead Management solution that can help Dubai real-estate businesses manage the customer journey through WhatsApp.

The objective is not simply to provide a WhatsApp chatbot. RWM can connect **Marketing, Sales and Support** into structured, automated business workflows.

Marketing → Sales → Support

1. Marketing – Convert Advertising into Measurable Leads

RWM can connect both **digital and physical advertising** directly to WhatsApp.

Digital Advertising & Social Media

A dedicated WhatsApp URL can be used on:

- Instagram
- Facebook
- LinkedIn
- Website
- Google campaigns
- Other digital advertising platforms

A prospect can click the link and directly start a WhatsApp conversation with RWM.

Physical Advertising

QR codes can be placed on:

- Visiting cards
- Property brochures
- Hoardings and billboards
- Property-site boards
- Flyers
- Newspaper/magazine advertisements
- Exhibition/event material

The QR code takes the prospect directly into the WhatsApp journey.



Measure Marketing ROI

Each WhatsApp URL or QR code can include a **campaign/source keyword**.

For example:

- Instagram
- Facebook
- Website
- Visiting Card
- Property Board
- Billboard
- Brochure

This allows the business to identify where a lead originated and compare the effectiveness of different marketing activities.

The source can also be captured within the conversation, for example:

“I came to know about you through Instagram.”

This creates a practical connection between **advertising spend → WhatsApp enquiry → qualified lead → business opportunity**.

2. Sales – Take the Customer to the Right Sales Stage

RWM does not attempt to complete the entire real-estate transaction through WhatsApp. Real-estate transactions involve high-value decisions and normally require an agent or consultant. Instead, RWM can take the customer through the appropriate **pre-sales and booking journey**.

Lead Qualification

The workflow can identify:

- Buyer
- Tenant
- Investor
- Property seller
- Property type
- Preferred location
- Budget
- Number of bedrooms
- Ready / off-plan preference
- Expected timeline



Understand Customer Intent

Different workflows can be created according to the customer's objective, such as:

- Property investment
- Retirement planning
- Family requirements
- Relocation
- Rental
- First-time purchase
- Portfolio expansion

This allows the business to provide a more relevant customer journey instead of treating every enquiry in the same way.

Property Engagement

RWM can:

- Share relevant property information
- Share images, videos and brochures
- Provide property/location information
- Connect the prospect with the appropriate agent
- Request a callback
- Book an appointment
- Schedule a property viewing
- Take the customer to the next stage of the booking process
- Continue follow-ups with interested prospects

The objective is:

Advertisement → Enquiry → Qualification → Property → Agent → Appointment/Viewing → Booking Opportunity

3. Support – Continue the Customer Relationship

RWM does not have to stop once the customer becomes an existing client.

It can also provide structured support and route the customer to the appropriate team or specialist.

Potential workflows include:



Finance

- Basic finance-related information
- Financing/mortgage enquiry
- Documents required
- Connect with a finance specialist

Property & Documentation

- Documents required
- Payment-related information
- Property-related information
- Handover-related queries
- Connect with the appropriate team

Investment Support

- Investment-related enquiries
- Property revaluation requests
- Portfolio review requests
- Investment planning enquiries
- Connect with an investment consultant

The objective is to provide a structured first-level response while handing over matters requiring professional advice to the appropriate person.

4. Integration with Existing Systems

RWM does not need to operate as a standalone system.

As requirements grow, it can be integrated with existing business applications.

CRM Integration

Once a lead has been qualified:

WhatsApp → RWM → Qualified Lead → CRM

Relevant lead information can be pushed into the company's existing CRM.

Telecommunication / Call Integration

If a customer requests a call:

WhatsApp → RWM → Call Request → Telecommunication Solution

The request can be passed to the appropriate calling or telecommunication system.



Other Integrations

Depending on the business requirement, RWM can also be integrated with other systems and business workflows.

5. Automation Rather Than AI

One important aspect of RWM is that its core capability is **automation, not an AI chatbot**.

This is intentional.

For many business processes, automation provides:

- Predictable workflows
- Consistent responses
- Controlled information
- Defined business rules
- Repeatable customer journeys
- Lower operating complexity
- Better control over what the system does

The business can decide exactly what happens at each stage instead of depending on AI to determine the next action.

AI can still be introduced where it provides genuine value — for example, assisting with understanding free-text enquiries or helping staff — but the **core business workflow remains controlled and deterministic**.

6. Subscription Model

RWM is being introduced to the UAE market with a simple entry point:

Starting from AED 25/month

The basic subscription can be used to start with essential WhatsApp-based Lead Management and automation.

As requirements grow, higher plans can support capabilities such as:

- CRM integration
- Telecommunication integration
- Other business integrations
- More advanced business workflows

This allows a business to **start small, validate the value and expand when required**.



7. Real Estate Demo

A dedicated Dubai Real Estate workflow is available for demonstration.

To experience the workflow on WhatsApp:

Send: **Demo Real-Estate**

To: +91 77026 84256

The demo illustrates how a real-estate customer can move through a structured journey from enquiry and qualification to property engagement, agent connection and appointment.

RWM in One View

Marketing

Digital & Physical

Advertising

↓

WhatsApp URL / QR Code

↓

Lead Capture

Sales

Qualification

↓

Customer Intent

↓

Property Selection

↓

Agent Connection

↓

Appointment / Viewing

↓

Booking Opportunity

Support

Finance

↓

Documents

↓

Investment

↓

Revaluation

↓

Specialist / Team

Integration

Qualified Lead → CRM

Call Request → Telecommunication System

Other Requirements → Business Integrations

ReplyWithMe (RWM)

Marketing → Sales → Support

Start with WhatsApp. Automate the journey. Integrate when you grow.