**H/l:** Building trust, one customer at a time: Rewriting the narrative for Real Estate

**By-line: Ms Diya Gera – Vice President (Corporate), Gera Developments Private Limited**

*(Diya Gera represents the fourth generation at Gera Developments, carrying forward a 52-year legacy. She is committed to upholding the company's core values while bringing a fresh perspective to the family business, ensuring it continues to grow and evolve with the times. Diya spearheads the company's efforts in digital transformation and innovation. Leading the Innovation Lab, Diya has broadened its focus from purely technology to include new product lines, and is working on establishing a Data Excellence Centre to enhance data management and analytics.)*

In the evolving landscape of Real Estate, a customer-centric approach has become essential, moving beyond mere strategy, towards being a guiding principle. Home buyers today ask for more than quality buildings; they expect an experience that prioritises their needs and preferences. At the core of this transformation is ‘listening’ – the active commitment to understanding, and anticipating what truly matters to customers. Here’s a glimpse into how focussing on key elements of customer-centricity helps build trust and credibility.

1. **Data, a reflection of customer needs**

The key to effective listening lies in harnessing the power of technology. Advanced tools like AI-driven sentiment analysis enable brands to analyse verbatim feedback and Net Promoter Scores (NPS), providing actionable insights into customer sentiments. This goes beyond tracking satisfaction levels; it aids in uncovering the nuanced needs and expectations of modern buyers. By delving deeper into feedback, we can predict trends, adapt strategies, and make decisions that are more aligned with the evolving voice of the customer.

1. **Transparency is the only standard**

Transparency is paramount in an industry where financial transactions represent a significant commitment for buyers. For us, it extends beyond merely sharing information; it’s about providing real-time updates – from construction progress up to transaction records. This open communication model not only offers our customers assurance and control over their investments, but also empowers them. We prioritise transparency as the starting point of our relationship, reassuring customers that they are in capable hands, and that their investment is secure.

1. **Personalisation in Real Estate: Meeting unique buyer needs**

No two buyers are identical, and that makes personalisation the cornerstone of a customer-centric strategy. We enhance the buyer experience by focusing on unique preferences, as personalisation allows each buyer’s journey to feel unique, creating a stronger bond between us and our customer. This elevates satisfaction, as much as it establishes lasting loyalty.

1. **Customer-centricity: A path to lasting relationships**

The link between transparency, personalisation, and customer-centricity is clear: together, they build trust, foster satisfaction, and strengthen brand relationships. The commitment to listening and adapting based on customer feedback demonstrates a brand’s dedication to customer well-being and long-term satisfaction. We prioritise these values to build a strong, steadfast customer base.

1. **Embracing the future: Listening as a continuous process**

As Real Estate continues to evolve, a brand’s success will be determined by how actively they prioritise listening, leverage technology to enhance the buyer experience, and uphold transparency and personalisation as core values. In this way, they will not only meet, but exceed customer expectations, creating a foundation of trust, and thereby loyalty, for the future.

Shifting consumer needs and preferences command a shift from traditional practices to modern, progressive systems. Moving beyond transactions, and focussing on building lasting relationships through transparency, personalised service, and consistent communication is how the sector can position ourselves as trustworthy partners.