

Sakana:
Inbound Contacts Solution

In touch with mortgage finance.

An Invita Case Study

Background

Sakana Holistic Housing Solutions BSC, a company specializing in Islamic mortgage finance, was launched on December 3, 2006 and entered the market with a significant head start with the help of Invita.

Our challenge

As a new company, Sakana wanted to have a CRM system in place to capture details of all prospective clients and provide superior customer service from first day of business.

R Lakshmanan, CE of Sakana, said, "As a startup venture, Sakana wanted to focus on its business of providing mortgage finance solutions and at the same time provide superior customer service through a specialist contact solutions company which had solid CRM system. Furthermore, Sakana did not want to have a dedicated contact center until its business was firmly established. Invita offered the right solution to Sakana by offering shared contact services backed by solid CRM system with experienced bilingual staff"

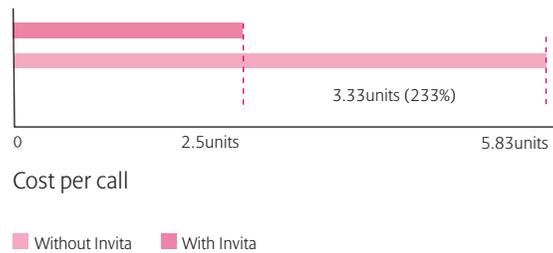
Our solution

Invita designed customized CRM to track all Sakana's customers from the first day of the company's launch. Further to make the marketing campaign more effective, Invita proposed and implemented an SMS campaign to target specific market segments.

"Sakana went through a rigorous selection process and selected Invita. Our approach was to ensure that this partnership should positively impact our client's bottom line," said Rahul Bhalla Head of Operations, Invita. "The SMS campaign proved to be a huge success, generating hundreds of positive leads. This was enhanced by Invita's proposal to keep the Call Center operating during the holiday season, thereby capturing the largest number of callers possible and benefiting from the lucrative holiday season."

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Investment	10.8k
Own Cost	25.2k
Savings	14.4k

The results

The early-start Invita-Sakana partnership and the deployed CRM workflow management system were critical factors in ensuring Sakana’s successful launch. “We entered the market with a timely and effective follow-up system already in place for all prospective clients, we had the

tools to collect data to better understand our target segment, and as a result, we were able to approve significant amount of financing within the company’s first month of operations,” said Mr. Lakshmanan.

Get in touch today:

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