



IN PRACTICE

BOUYGUES IMMOBILIER

Reinventing real estate sales tools

Bouygues Immobilier, a leading property developer in France and Europe, had 1,343 collaborators on 31 December 2009 for a turnover of €2989 million in 2009. Present through 33 implementations in France and four in Europe, Bouygues Immobilier has developed for its customers over the past 50 years residential units, office spaces and shopping centres, covering more than 230 cities. Bouygues Immobilier is the first property developer in France to obtain ISO 9001 certification.

AFTER-MOUSE.COM developed a new custom-made application for Bouygues Immobilier to help it take its first steps into the tactile world. The Microsoft Surface unit is an interactive and modern tool to present and enhance Bouygues Immobilier's real-estate programmes. Its touchscreen enables the mixing of different types of contents (perspectives, plans, photos galleries and 3D videos) according to a scenario, supporting and consolidating the discovery experience. Bouygues Immobilier installed two of these units in its showroom.

The touchscreen table has allowed Bouygues Immobilier to change its customer approach for better proximity and optimised follow up. Thanks to the communications

functions, it is, for example, possible to send a personalised e-mail to the potential customer when they have arrived back home. This means the customer will have access to all the documents they had been interested in while visiting Bouygues Immobilier. The tactile table can be used as a presentation tool, but also as a point of sale device: thanks to its intuitive use, visitors can discover, with their family, their future residence.

AFTER-MOUSE.COM, a European leader in the development of customised tactile applications, was able to develop the solution using the expertise of its international development team.

"Our applications reinvent the sales relationship, by showing reality in a very multi-user friendly way by leveraging Microsoft Surface. Today customers wish to come back to high-quality services offered within a close, face-to-face relationship. We are right on. That's why our tactile applications represent such a fundamental and differentiating marketing tool at the moment," says Nicolas Chaillan, CEO of AFTER-MOUSE.COM.

This multi-user application enables Bouygues Immobilier to let potential customers discover the project from an overall presentation

view right through to the details of each apartment. This is through an intuitive experience browsing 2D/3D illustrations, floor plans, photos of the environment and interactive brochures. More importantly, the lots still for sale are highlighted thanks to real-time remote updates.

The new application has been a real success, as it contributed to the sale of 90 per cent of apartments during the weekend only. This return shows the huge potential of tactile technologies for the real-estate development market and more generally for the whole retail sector.

"Our dream has become reality. Thanks to AFTER-MOUSE.COM, we have created a new sales approach based on an innovative and future-oriented tool, and reinforced our focus on customer satisfaction," says Anthony Le Heron, regional sales manager, IDF West and Paris, Bouygues Immobilier.

Bouygues Immobilier
Solution: Tactile technology

Benefits: Growth in sales revenue, better customer relationships

Technologies: Microsoft Surface

Partner: AFTER-MOUSE.COM