

# Finding homes while on the move

Real estate agency improves productivity and customer satisfaction with mobile devices



“The move to Windows\* 8.1 tablets based on Intel® Core™ i5 vPro™ processors makes us a more user-friendly company and ensures the people within our organization are much more productive, both of which help us grow our revenues.”

*James Evans,  
Area Director, South London,  
Foxtons*

London-based real estate agency Foxtons operates in a highly competitive market segment. Looking to increase productivity and enhance customer satisfaction, it wanted to introduce mobile devices for 1,000 of its employees. Through a combination of Intel® Core™ i5 vPro™ processor-based Windows\* 8.1 tablets and Windows Phones\*, agents now have access to real-time information while out of the office, enabling them to accelerate deal closures, avoid having to go back to the office between meetings and deliver a better experience to customers.

## Challenges

- **Stay user friendly.** Foxtons has a strong reputation for customer service but needs to innovate continuously to keep ahead in a highly competitive market segment.
- **Reduce legwork.** Sales agents belong out in the field with customers but often had to come back to the office to update electronic records, hindering their productivity.
- **Go mobile.** The IT team wanted to offer employees secure access to core systems and sensitive customer data while out and about.

## Solutions

- **Windows platform.** Microsoft Windows 8.1 supports Foxtons' existing suite of familiar applications.
- **Strong performance.** Dell\* tablets powered by Intel Core i5 vPro processors provide hardware-enhanced performance, security and reliability for employees out in the field.

## Impact

- **Increased productivity.** Since agents no longer need to return to the office between appointments, they can work more productively.
- **Higher customer satisfaction.** The ability to show real-time, relevant information and past performance to potential customers helps build trust.
- **Competitive edge.** Being able to answer questions as they come up has led to faster sign-ups and generated more business.
- **Boost to morale.** Using the latest technology like Windows 8.1 and Intel Core i5 vPro processors on stylish and durable systems has had a positive impact on staff morale.

## Keeping up with customers

Estate agency Foxtons has built its reputation on innovation. Since its founding, it has changed the face of the property sales and lettings industry in London, moving it to a more consumer-friendly yet sales-led model. Advanced technology has always been at the core of its success and differentiation. It prides itself on providing an in-depth yet easy-to-use website and supports its sales teams through a comprehensive customer relationship management (CRM) system built using technologies from Microsoft.

The real estate market segment is changing rapidly in London, driven by increased competition between agents to market properties, greater time pressures on customers, and new channels such as the Internet.

“At Foxtons, we are known for delivering on our promises and being user friendly,” says James Evans, area director of South London at Foxtons.

“In a market segment as competitive as ours, it is essential that we build trust with customers and are able to prove that we can deliver the best service.”

For much of the day, sales agents are out of the office meeting clients and showing properties. For example, valuations involve specialist agents visiting a property. Previously, they then had to return to the office to update the CRM system between meetings. This hindered productivity and reduced the number of daily appointments that were possible.

“As an IT team, we are continually enhancing our systems to provide employees with tools that will enable them to do their jobs better,” says Will Holme, operations director of the applications team in Foxtons' IT department. “We therefore looked at how mobile technology could improve customer service and increase efficiency.”



## Employees achieve greater productivity and happier customers through new mobile working model

### A mobile solution

Foxtons has based its technology on Microsoft products since 2000, so when it looked to bolster mobile working it chose a combination of Windows 8.1 tablets from Dell powered by Intel Core i5 vPro processors, and Windows Phones, all managed by Windows Intune\*, the cloud-based PC and mobile device management solution from Microsoft.

Intel Core i5 vPro processors were designed to work closely with Windows 8.1, delivering high performance, responsiveness, and advanced hardware-enhanced security such as enhanced encryption. "Our employees demand a high level of service from our systems," says Holme. "Our desktops and laptops contain Intel® processors and, for that reason, we felt it was the natural choice to use the Intel Core i5 vPro processor in our tablet devices."

Since the rollout of over 800 Windows Phones began, the IT team has introduced multiple mobile applications. The first, the Valuer Tool Kit\*, aims to increase productivity and customer service. It provides a simple, tablet-based view of all relevant property information, delivered securely over 3G networks, so that valuers can work remotely. "Now, when I'm sitting on someone's sofa, discussing their property, I have everything I need right on my tablet," says Anoushka Stevenson, valuer at Foxtons. "Clients need to see information to believe it. I can show them similar properties we have rented in their local area in detail, building trust and helping close deals."

Through a second app linked to its CRM system, senior managers use real-time monitoring and display of key performance indicators (KPIs) on

their tablets to drill down into and see activities at multiple levels. "When I started in the industry, KPIs were monitored on a whiteboard," says Evans. "Now I have the ability to monitor what every single negotiator, valuer, and manager across the organization is doing at any moment. Foxtons has a competitive culture. Having a real-time picture increases productivity and delivers better service to our clients."

### Working better for employees and customers

The mobile infrastructure at Foxtons is providing benefits in four key areas:

- **Increased productivity.** Since agents no longer need to return to the office between appointments, they can work more productively. This is supported by Windows 8.1 features such as DirectAccess\*, through which employees automatically and securely log on to Foxtons network. "The new technology makes my life easier at work because I don't need to call the office and ask for information, since I have it instantly on my tablet," says Stevenson. "As a working parent, it enables me to easily balance work and home commitments."
- **Higher customer satisfaction.** The ability to show real-time, relevant information and past performance to potential customers helps build trust and increases satisfaction. "The tablet gives us the ability to show our clients and prove to our clients that we provide the best service and the best results," says Evans.
- **Competitive edge.** Being able to answer questions as they come up has led to faster sign-ups and generated more business for

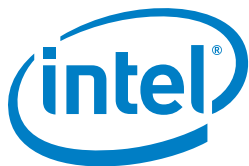
### Spotlight on Foxtons

Founded in 1981, Foxtons started life as a two-person agency in Notting Hill, west London. Over the years it has become London's leading real estate agent. Operating from 51 open-plan, café-style offices, with longer opening hours and a distinctive brand, its 1,000 agents use their local market knowledge to deliver results for their property rental and sales customers.

Foxtons. "Technology allows clients to essentially make a decision there and then," says Stevenson. "They'll sign my terms and conditions and I can email a contract before I've left the property so I can get on with my job of finding them a new tenant."

- **Boost to morale.** Foxtons prides itself on its strong, innovative culture. The introduction of market segment-leading technology supports this—both in sales and IT. "Using the latest technology like Windows 8.1 and Intel processors is great for staff morale. It keeps our IT guys interested and allows them to work with cutting-edge technology," says Holme. "The move to Windows 8.1 tablets powered by Intel Core i5 vPro processors has delivered two very clear successes," says Evans. "It makes us a more user-friendly company and ensures the people within our organization are much more productive. Both of these help us grow our revenues."

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