

Sub.: SOP for greetings, gifts, possession, registration, ...

Key words: Greetings, gifts, possession, registration.

1. Existing customer database: CR to make sure that customers details like DOB, spouses DOB, anniversary, mobile nos., email IDs, are updated at time of signing AOS. This to be updated in customer database (M codex). Past data is largely updated except MFP.
2. Greetings: Promotions to send greetings to all customers and their spouses on their birthday and anniversary by whatsapp. Automated dash board is required. Data for greetings to be quarterly from M-codex.
3. Season greetings: Promotions to send seasons greetings on all occasions to customers and all business associates. List of business associates to be updated quarterly from managers of each division, MD, Anand Mehta. Seasons greetings for each occasion – 2 or 3 drafts to be prepared and used only once. Subsequent years greetings must change.
4. Registration charges: customers to be encouraged to pay their own challan. Alternately, they may directly pay to Soham Modi HUF. If amount is paid in project account, the same to be transferred to Soham Modi HUF account ASAP. Request for payment form must be used.
5. Possession:
 - a. 3 sets of keys in Modi Properties keychain (2 sets from HO & 1 from site) to be handed over to customer along with the following:
 - i. A folder with copies/original of AOS, sale deed, AOC, possession letter, etc.
 - ii. Wall clock with Modi Properties logo.
 - iii. Sweet box wrapped in Modi Properties gift wrap paper of value upto Rs.500/-
 - iv. All these must be placed in a paper bag.
 - b. Sales managers/executive must be present at HO at the time of handing over letter of possession. Photograph of customer, customer + sales team, customer + CR team must be taken with PPT presentation in the background (TV). These pictures must be posted on facebook. Letter of possession to be sent by email + viber to site and sales team. Site to maintain file of LOPs. Sales team to follow-up with site and customer for timely handover of possession.
 - c. Ensure that testimonial on Modi Properties googles maps page/project page is made by the customer from their mobile. A gift to be given once the testimonial is uploaded.
6. Housewarming: 2 banners to be prepared at the time of housewarming, one to be displayed at entrance and one in clubhouse/flat/near function area. Salman to take 4 to 6 photographs of customer + family + flat/villa + sales team + engineers team and post it on facebook. 10/20gms silver coin in red or blue box to be handed over to customer by sales team. Optionally a simple bouquet costing Rs. 200 to 300/- can be given.
7. Smatbot campaign for references to be sent on a quarterly basis to all customers – link to events like new project, completion of model flats, completion of clubhouse, completion of project.
8. Smatbot campaign updating contact info, DOB, anniversary, etc., policy to be formulated.
9. Customer visit to their flats/villas: Customer can visit their units only when accompanied by a member of sales team/site engineer. Wearing of helmets is mandatory. Customer can only be taken in flats where external walls are completed. Customer cannot be taken to areas that are unsafe including under construction slabs, near cutouts, etc. Customers cannot enter the site after office hours – security may give them a flyer + visiting card of sales (not to give brochure or pricelist).
10. Physical possession of flat/villa: engineers cannot handover possession of units for additions/alterations, housewarming, wood work or final possession without advice in writing from CR.
11. Recovery of MMC arrears: occupants cannot enter the site or leave the site with their furniture/fixtures/luggage without clearing MMC dues. Occupants must be stopped at the main entrance till MMC dues are verified/cleared.