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CASE STUDY
Real estate development & marketing

Hadayek El Lotus: a dedicated real estate CRM on the company's own domain

Every lead reaches a named agent with no duplicates, on a system under the company's name holding only its data

Client	Sector	Location	Since
Hadayek El Lotus (real estate developer)	**Real estate development & marketing**	**Hadayek October, Giza**	**September 2026**

Hadayek El Lotus has had a dedicated instance of our real-estate CRM on its own domain since September 2026: a lead comes in from the website or a file, duplicates are detected, it is assigned automatically to an agent, and follow-ups are logged until it closes or a loss reason is recorded. The project is in pilot, so we are not publishing outcome figures yet.

85 automated tests guarding the system

5 exportable reports

1 dedicated instance with its own database

2 languages: Arabic and English

The challenge

- ! A developer receiving leads from several sources needed each one to reach a named agent.
- ! The same customer may enquire twice, get created twice, and end up claimed by two agents.
- ! The company wanted the system on its own domain, holding only its data.
- ! The team needed to try the system on a scenario close to their project before committing.

What we delivered

- ✓ A dedicated instance on the company's domain with its own database, shared with no one.
- ✓ Lead entry with duplicate detection and automatic assignment, and stages with rules and a log of every change.
- ✓ Follow-ups and activities, a Kanban board, and a Today page for each agent.
- ✓ CSV/XLSX import and a webhook for website leads, plus a dashboard and 5 reports.
- ✓ Realistic training data modelled on the client's project, removed with one command at go-live without touching real data.

The outcome

- ★ The dedicated instance has been ready on the company's domain since 7 September 2026.
- ★ A bug the client hit when logging activities was fixed and released, with 5 new tests to stop it recurring.
- ★ The team trains on data close to its real project.
- ★ Pilot stage: outcome figures will be published after go-live.

Scope

Dedicated instance on the client's domain · Lead intake & duplicate detection · Assignment rules · Stages & follow-ups · Kanban board & Today page · CSV/XLSX import & webhook · Dashboard & reports · Arabic & English

Facing something similar? Request a demo.

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