

Skill Launch: November 2019

Case Study: April 2020



Real Estate One

Powered by : Bluefin Technology Partners
and the Tina Peterson Team



Case Study – Tina Peterson Team

Problem

People are busy and looking for the perfect home takes time. It can be hard to even take the first step, knowing what you can get for your budget. The Tina Peterson Team works hard to help local Michigan Residents from start to finish in their real estate needs. For that reason the Tina Peterson Team knew they needed to be able to quickly answer homeowners when they asked, “How much for a house in Detroit?”

Opportunity

Being able to give homeowners in Michigan an effective way to check listing prices. Imagine being stuck in traffic on your long commute and being able to get information about moving closer to work. Bluefin Technology Partners helped the Tina Peterson team build a custom skill that matches what a homeowner is looking for, price, locations, number of bedrooms & baths with real time inventory. Alexa provides you a summary and lets you narrow the results while sending you a comprehensive list with pictures and even open house information.



Case Study – Tina Peterson Team

Solution

The Tina Peterson Team is known for its wealth of knowledge and expertise. Homes don't get bought and sold without physically seeing them, and without knowledgeable realtors helping navigate the market. They aimed to make a skill that let a home buyer do some research on houses in a convenient way. It also helps to inform the real estate agents of what is important to the buyer and where are they looking. The Real Estate One - Tina Peterson Team skill then teams them up with the most knowledgeable agent for that client.

The skill collects a user's preferences on where they may want to buy a home, and how much they are looking to spend. Alexa then looks up houses meeting the buyer's criteria, and summarizes the results to the user. In real time an email is sent to the user with pictures, and connects them directly with Tina Peterson. This allows the real estate agent to reach out and set up a time to view any houses the homeowner is interested in viewing.

Location: DETROIT, MI

Price Range: \$550,000 - \$800,000

Bedrooms: 1+

Bathrooms: 1+



753 GRAND MARAIS

POINTE PARK, MI

48230

\$599,900

Beds 5

Baths 3

[view details](#)



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GROSSE POINTE, M

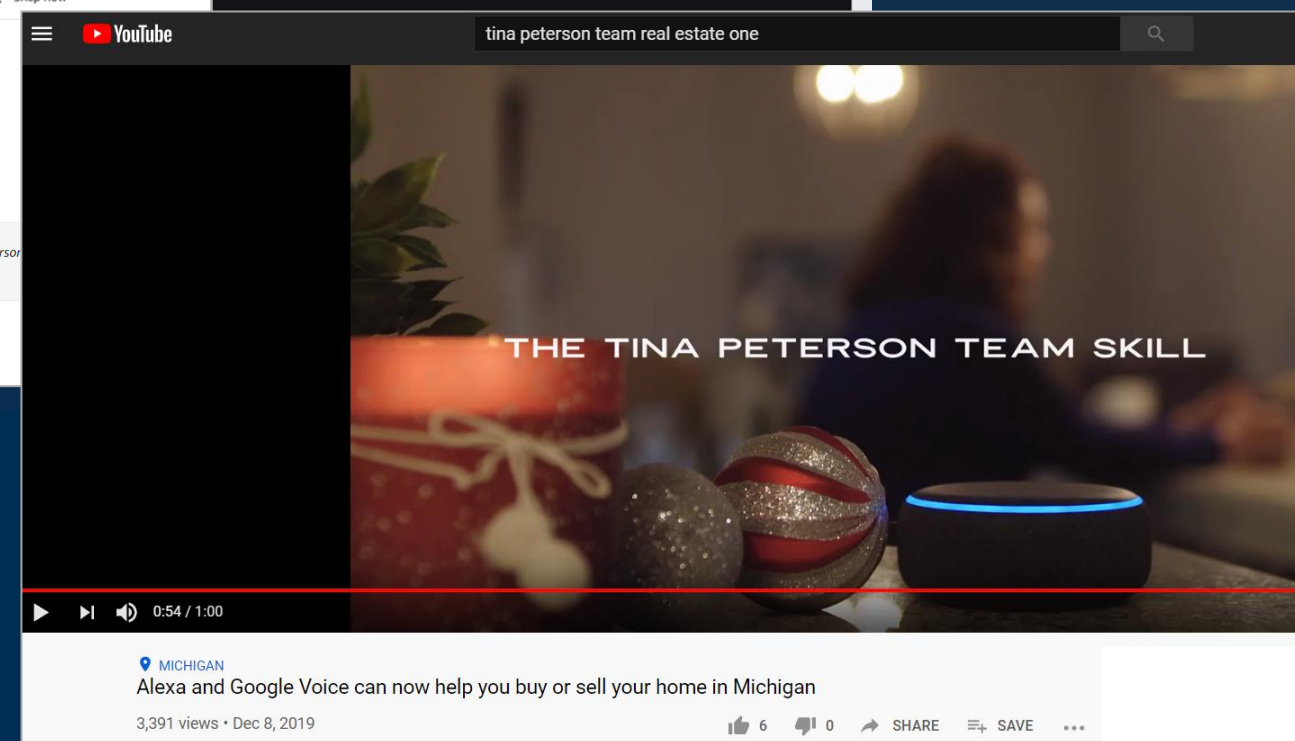
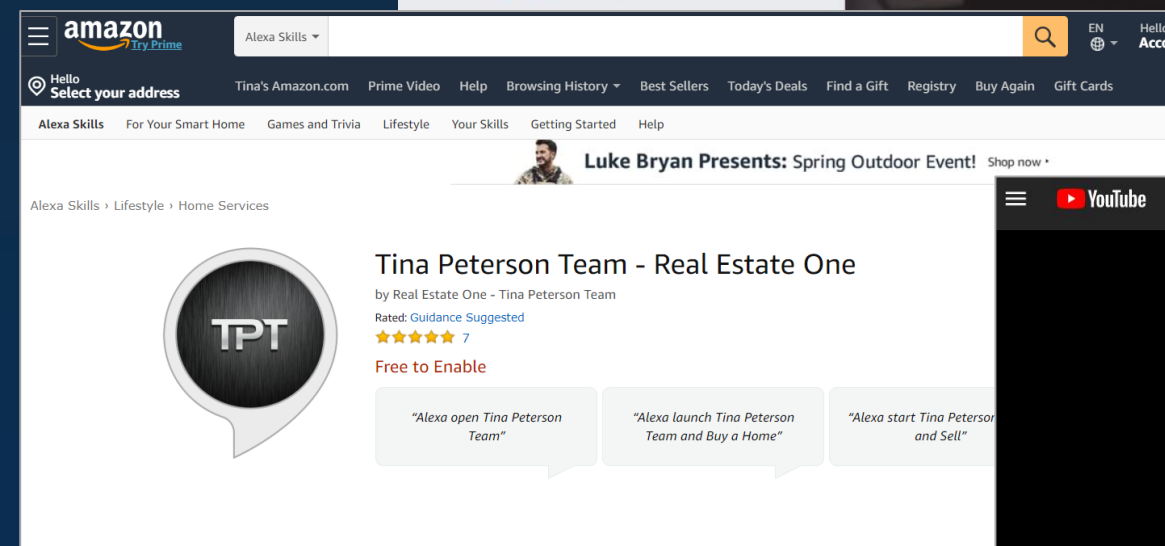
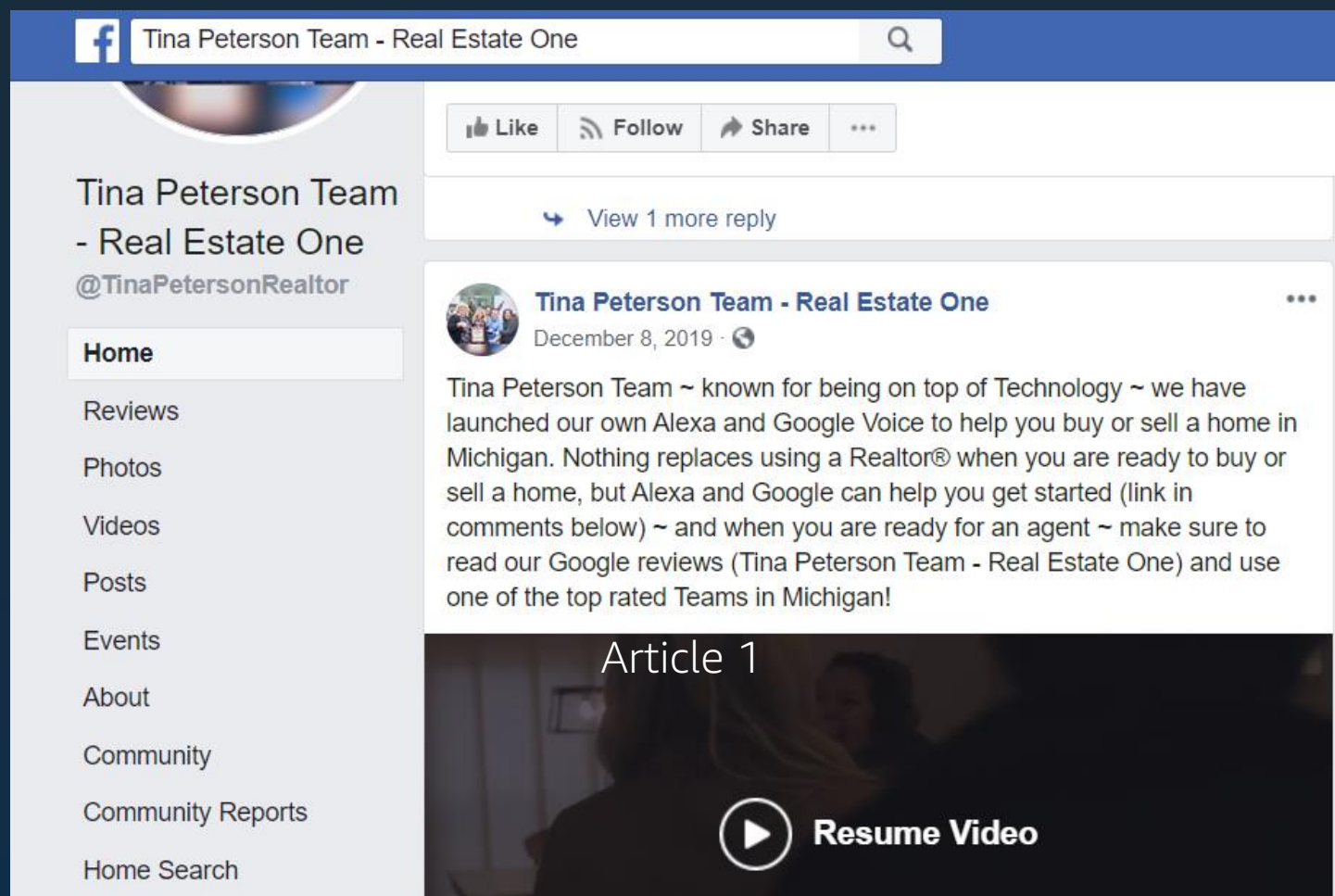
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\$559,900

Go-To-Market

Go-To-Market Approach

The Tina Peterson Team has years worth of customers that they reached out to in order to introduce them to the skill. Leveraging their active social presence, they posted content showing the power of the Alexa Skill over modern social channels. The team produced and published a short YouTube video that shows users the ease and convenience of the skill while injecting their brand's personality.



Case Study Video



Trouble viewing the video? Paste this link into your browser.

<https://youtu.be/ouUvz87v-QU>

Holiday 2019 Promotional Results

3,300

People Viewed
Promotional Video

100+

Houses Quoted

22

Unique Customers in
first month

Real Estate One's Learnings & Best Practices

The Right Info on the Right Channel

The goal of skill development should be to remove consumer friction.

Alexa Skills have the power to consume deliver across many channels not just Voice. Think about the customer experience and design your skill to use the right channel for the right job, to deliver the best experience.

Design for Evolution and Innovation

As voice grows, so should your skill. Blue Fintech are working on a next generation version for Tina Peterson to tap into mobile and Echo Auto. Leveraging geo-location, they are aiming for drive by by listing information via Alexa in Q2.

Told you once, told you 1000 times...

Build memory into the skill. When re-engaging with the user ask them if they just want updated results, not start the whole process from scratch.

Enough with Spanish inquisition

When designing a skill make sure to balance speed to resolve consumer need with breadth of questioning. Structure your customer journeys to get them to consumer value with minimal input and provide opportunities for them to extend those journeys to unlock greater return on their conversational investment.

As an example, Tina Peterson's skill lets users access listing prices after only 3 questions - location, min price and max price. If they choose to spend more time with the skill, the skill provides means to access more search criteria. Be cognizant of your users mind set and the functions your skill provides. Just because you can orchestrate a half our conversation, doesn't mean your consumers want to engage in one.

The Conversational Universe

Design the interaction like a conversation, but prompt people on what they can do in the skill. People are used to conversation, not necessarily voice interactions. People expect the back and forth, it is what to say and when that can trip people up. Give the user an idea of what they can say and do in the skill and then build for a wide variety of possible responses.

Know Your Consumer (KYC)

Don't prompt users for information the brand may already know or make them sign up for a whole new service. The Blue Fintech team leveraged the existing Alexa API's to collect the users contact information, removing the need for them to create new accounts with no meaning to them. Let users experience the power of the skill first, without a cumbersome onboarding process.