xpand it

SUCCESS CASE

JLL

Connecting brokers and clients

The power of JLL's property platform

JLL is a prominent global real estate consulting and investment management services provider. With a solid global presence, JLL assists businesses and investors in building, acquiring, occupying and investing in a wide range of real estate assets, including commercial, residential, industrial, logistics, retail and hospitality.

JLL's approach combines extensive local expertise with a global perspective, empowering it to provide comprehensive insight into local and international real estate markets. The company is also recognised for its innovative culture and commitment to providing clients with efficient and tailored solutions to their needs.

Challenge

JLL has reached out to Xpand IT to develop a property portal to serve as a seamless communication and interaction bridge between brokers and their clients.
The objective was to create a platform to assist brokers in effectively managing available properties, matching them with client profiles, scheduling in-person and virtual visits, and facilitating efficient client interaction.

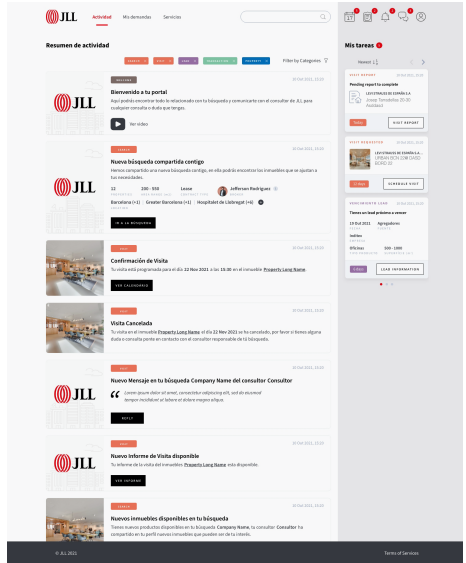
This platform allows JLL brokers to provide better client engagement and have a dynamic and intuitive overview of their information and tasks simultaneously. Managing new leads, scheduling property visits, generating reports, and comparing property features mean a significant value-add in their daily tasks. Similarly, JLL's clients encountered limitations that hindered their autonomy. Communication occurred through disparate channels such as emails and phone calls, leading to fragmented and less agile interactions. This contributed to a prolonged and less efficient processes.

Users needed the ability to navigate through logical and contextual journeys. Both clients and brokers needed clearly defined working and pending task areas, accommodating all the necessary information in a manner that wouldn't overwhelm or intimidate.

Solution

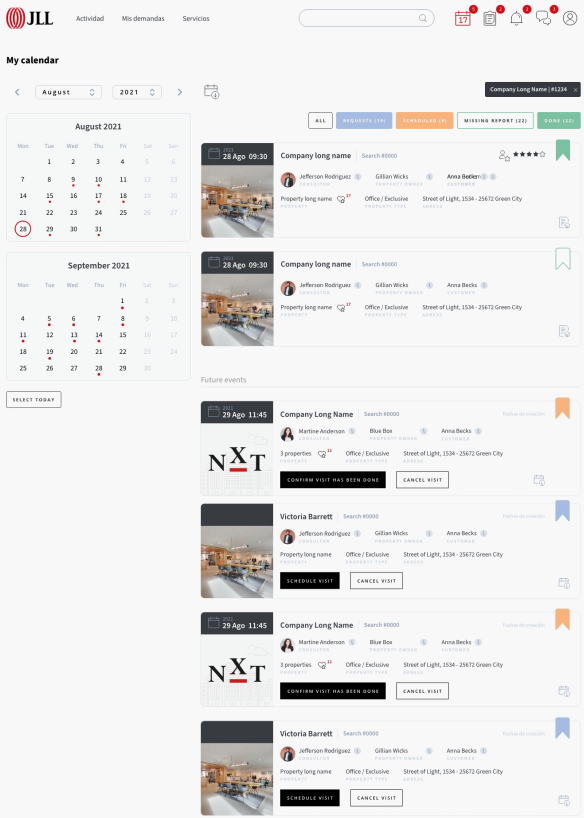
Xpand IT developed an Angular-based real estate portal consisting of a set of resources and tools that increase the efficiency of brokers' daily activities and help them deliver an immersive experience to their clients. Xpand IT's solution was designed to meet the unique requirements of brokers and clients alike, providing a highly functional and intuitive user experience.

All the solution's resources have been implemented to make the process of guiding each client to their ideal property a more seamless and effective experience by, for example, adding as many visual features as possible, such as imagery, icons, maps or visual aids.



Homepage screen

- Brokers have access to the latest activity summary, including pending tasks, requests for visits, updates on property availability;
- Possibility to filter information by category (properties, visits, transactions, etc.).



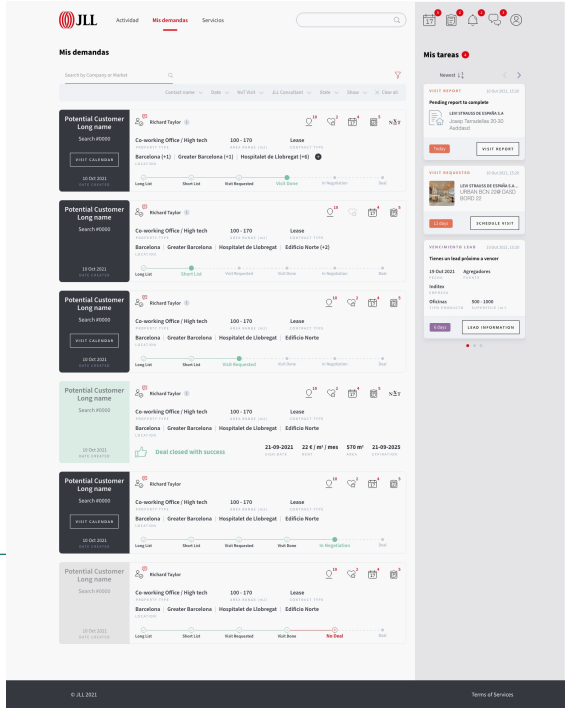
Within the home area of the platform, brokers have access to general alerts and notifications, including appointment requests, property availability updates and new messages from clients. The client profile view offers a clear point of contact that makes important information obvious and allows brokers to find properties that match the client's requirements, as well as the ability to upload relevant documents for each transaction.

The property overview can be presented as a list or a map, allowing brokers to compare properties and determine the most suitable options for each client. In addition, brokers have access to a calendar task view that displays requests and confirmed property viewings, leads for new properties and reminders for pending reports related to specific viewings.

On the other hand, clients can conveniently request appointments to view properties, whether in person or virtually, and communicate seamlessly with brokers through a dedicated chat area, streamlining the decision-making process.

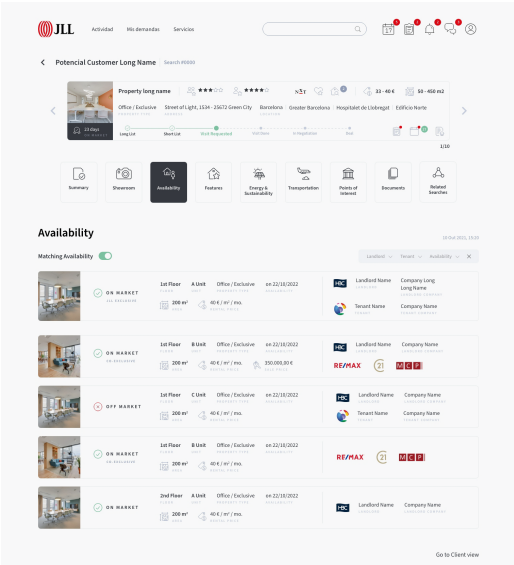
It was important to develop a cohesive visual design with JLL's brand guidelines that ensures consistency across all digital platforms to maintain a strong brand identity and improve the user experience.
A large set of unique iconographies was developed to save screen real estate and enhance readability and engagement.

It was equally crucial to prioritise users' needs and empower them throughout their journey. **To achieve user empowerment, Xpand IT's UX team implemented effective strategies and approaches: personalisation and customisation options; clear and intuitive navigation structure with logical drill-down and contextual actions; tooltips and contextual help; empathetic design thinking that resonates with users and empowers them to accomplish their tasks effectively.**



My Demands

- Brokers have access to their requests for property visits, with information that helps define the client profile and the status of the process;
- On the right side of the screen are ongoing tasks, from property visit requests to pending reports or even new leads.



Property Details - Availability

- Brokers can access the main characteristics of properties;
- This area offers resources that allow an efficient analysis of the properties, such as the showroom, availability, documents related to this process, energy and sustainability characteristics, and a map view with points of interest near the property, among others;
- On property details, brokers can access a comparative analysis of properties similar to the one being analysed.

To improve legibility and readability, information is delivered in well-structured components as it was essential to provide large amounts of information in a logical way, bit by bit, to avoid cognitive overload.

The UX approach for this project paid considerable attention to the use of colour to guide key interactions and narratives. The strategic use of white space between components provided rhythm and clarity, preventing cluttered layouts. **By incorporating cutting-edge User Experience (UX) methodologies like research, strategy, analysis, and prototyping, Xpand IT aimed to materialise an intuitive, user-centric, and dynamic user experience for JLL.**

This empowered brokers with a platform seamlessly integrated with their daily workflows, facilitating efficient property management, lead handling, and consistent client communication. **The thoughtfully designed UX not only streamlined operations but also empowered clients with the autonomy to request property visits, engage in direct contact with brokers, and access information effortlessly.** Xpand IT's UX-driven solution brought operational efficiency to JLL, transforming client interactions and revolutionising their real estate practices.

Platforms such as the one Xpand IT developed has allowed us to maximise our technology potential. Externally, they've empowered us to create a flexible and agile work methodology, elevating the value we deliver to our clients. Internally, Xpand IT has been instrumental in providing our employees with the necessary infrastructure to navigate and organise vast volumes of data.

Laura Caballero
Digital Business Experience Director
JLL Spain

Technology

ANGULAR

Angular is a modern JavaScript framework that makes building high-quality, single-page applications easy. Its modular architecture and comprehensive tools streamline front-end development, enabling responsive and interactive user experiences.

Benefits

- Greater efficiency in finding the ideal property for each client, through improved property search, booking and visit management capabilities.
- Users are in control of their preferred needs and journeys by adding sorting, filtering, and button grouping.
- Improved communication and interaction with clients enabling fluid and effective communication.
- Increased customer satisfaction due to a more effective negotiation process, providing JLL's clients with personalised service and a more satisfying experience.
- Improved broker enquiries management by adding features such as alerts, notifications and a property comparison area.

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HQ: Portugal

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