

# CENTRIS DESIGN OF A NEW PROPERTY SEARCH AND CUSTOMER MANAGEMENT TOOL



Centris.ca is Quebec's leading property search site, with more than 90,000 properties offered for sale in a single

location that is accessible to both individuals and professionals. Additionally, members of the Quebec Professional Association of Real Estate Brokers (APCIQ), as well as members of the Real Estate Chambers of Quebec, further benefit from a dedicated platform enabling them to search and consult properties, as well as to manage their client portfolios.

## Project progress

Alithya's priority was to put the needs of brokers at the heart of the solution. For example, when planning meetings, the team took the seasonality of broker activities into account, while concertation tables paved the way to identifying broker needs and work methods.

The project unfolded in Agile mode. Alithya's team focused on broker tasks, working with product owners, who were themselves brokers, in order to regularly validate functionality. The product therefore benefitted from continuous improvements that respond directly and efficiently to the needs being addressed.

In order to ensure a smooth transition between the two systems, Alithya ran them both in parallel for a period of time. Additionally, the team established a change management process to ensure regular communications with brokers concerning the evolution of the project, tests, and bench trials, taking their feedback and online and classroom training into account. This approach has encouraged more experienced brokers to use the new technologies.

## The challenge

Centris wanted to reinvent its real estate search solution in order to provide real estate brokers with a new generation platform that aligns with the current digital landscape, and which complements their service offering. This platform needed to:

- > be adapted to new broker work methods;
- > be accessible everywhere and compatible with all devices used by brokers;
- > communicate in real time with a large data warehouse containing, among other things, huge quantities of photos, documents, and legal forms;
- > integrate the latest data analytics technologies in order to analyze customer profiles and provide relevant digital reports to facilitate decision-making.

Alithya's expertise, attentive listening, and respect for meeting deadlines all contributed to the delivery of a refined, user-friendly solution for brokers that saves them time and improves the profitability of their businesses.

## Key advantages of SAM 3.0

- > A robust and flexible solution with a stable and scalable infrastructure that integrates with related systems, exchanges information with other applications via Web services (REST), and enables real-time access to data.
- > Enhanced customer experience thanks to a cloud solution that is accessible everywhere and by all devices, enabling quick searches and providing better quality images.
- > Improved customer management and easier planning through the creation of buyer profiles and the entry of precise criteria, as well as the option to chat with customers. Integration with Google Maps also enables route planning and easy identification of points of interest to potential buyers.
- > Intelligent system that takes buyer profiles into account in order to customize offers, produce targeted online reports, and generate operating statistics.
- > Agile delivery and change management process that facilitates the evolution of how things are done and accelerates digital transformation.
- > Access to specialized advisers for dealing with IT security and legal issues.

**"OUR GOAL WAS TO DELIVER A SYSTEM BUILT BY BROKERS, FOR BROKERS, AND WE ARE VERY HAPPY WITH THE RESULT."**

– LOTFI ZOUAGHI, DIRECTOR, DIGITAL SOLUTIONS CENTRE, QUÉBEC

**"WE HAVE BEEN WORKING IN PARTNERSHIP WITH ALITHYA FOR SEVERAL YEARS. THANKS TO THE PROFESSIONALISM OF ITS TEAMS, WE HAVE BUILT A RELATIONSHIP OF CONFIDENCE AND TRANSPARENCY OVER TIME THAT IS REFLECTED IN THE PRODUCTS THAT WE DEVELOP TOGETHER."**

– MARC PICARD, PRODUCT OWNER SAM 3.0, CENTRIS

**ALITHYA GROUP INC. IS A LEADER IN DIGITAL STRATEGY AND TRANSFORMATION IN NORTH AMERICA.** Founded in 1992, Alithya employs 2,000 professionals in Canada, the United States, and Europe. Alithya's integrated offering is based on four pillars of expertise: business strategy, application services, enterprise solutions, and data and analytics. Alithya deploys leading-edge solutions, services, and skills to develop tools designed to meet the unique needs of its customers in a variety of sectors, including financial services, manufacturing, energy, telecommunications, transportation and logistics, professional services, healthcare and government.

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