

# Mobilia and VoIPstudio

VoIPstudio helps the Spanish company Mobilia to improve communications with its customers and brings new functionalities to its real estate CRM

## Background



Mobilia Gestión CRM is a SaaS solution that allows the complete management of all the processes in a real estate agency, including the CRM solution in the cloud, connection with real estate portals, customized web pages and mobile applications for the sales consultants and clients of the real estate agency, and clients of the real estate agency. It is a solution suitable for any size of real estate agency, from freelancers to franchises and MLSs.

Mobilia is not just a real estate management software. It is also a multi-device environment where you have the tools to cover the entire workflow in a real estate agency, whether it is a single agent, a team, or several offices. From recruitment to the closing of visits and operations are carried out remotely, thanks to the integrated electronic signature.

*Mobilia is the result of continuous work with many successful real estate agencies, exemplary in the way they manage processes, resources, and customer service.*

## Challenge

Mobilia sells a CRM for the real estate sector. To improve its operations, the company needed a telephony service through which to make commercial calls, offer after-sales service and technical assistance in its day-to-day business.

On the other hand, Mobilia also had the need to offer all its customers a scalable, quality IP voice solution, at a competitive price and integrated into the CRM, so that they would have features such as: incoming call identification, click-to-call, call history, etc., directly within the CRM.

The service had to meet the requirements expected of a VoIP provider of the highest level, combined with excellent customer service and, of course, the possibility of integration into Mobilia's CRM.

## Solution

All these needs of Mobilia, along with many other features that VoIPstudio has, such as the excellent and intuitive management panel, compatibility with any fixed terminal, 24/7 technical support or the 30-day trial period, made them choose VoIPstudio as VoIP telephony provider.

*“Good service, good software and better staff, with a great quality/price ratio, what more could you ask for?”*

**Braulio Moreno**  
Product Manager at Mobilia

### Internal telephony solution

The solution offered by VoIPstudio covers both the company's internal communications needs, which they were able to test before carrying out the integration for their clients, as well as the service offered to Mobilia CRM users.

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*“The process prior to the implementation was very detailed and at all times we felt perfectly informed, giving answers to all our doubts and needs,” says Braulio Moreno, Product Manager at Mobilia. The fully functional test period allowed them to verify all the services and resolve any doubts before going into production. Once the system was implemented, “we highlight the good after-sales service offered by VoIPstudio, attending to any subsequent need or doubt”, says Braulio.*

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### Mobilia CRM integration with VoIPstudio

In addition, Mobilia, in collaboration with VoIPstudio, has also developed an integration that allows Mobilia Gestión CRM to incorporate telephony functionality, thus offering an added value for their customers.

Thanks to the good experience of Mobilia with VoIPstudio, they decided to integrate our platform within its CRM to offer all its customers and users the option to work seamless with VoIPstudio from within the platform, enjoying the following features:

- Call Center / Contact Center.
- IVR / Virtual Operator.
- Call recording.
- Voicemail.
- Time routing.
- Mobile applications.
- Scalability and flexibility.

<https://voipstudio.com>

### How does the integration with Mobilia work?

When a call comes in through VoIPstudio this is notified directly to the CRM, allowing to display the corresponding customer information to the incoming call. You can also generate a call by clicking directly on the contact in the CRM, or download a finished call recording.

More details of the integration can be found at:

<https://voipstudio.es/docs/administrador/integraciones/mobilia/>

### Impact

For Mobilia, the improvement has been substantial in all aspects, perfectly resolving the teleworking situation of the entire team, in a transparent and efficient way. “At the level of customer service, the leap has been important, since we offer a better service, thanks to the powerful and simple configuration of the PBX, adapting almost in real time to new needs, without suffering the complicated configuration process of our old standard PBX,” concludes Braulio.

On the other hand, the integration with Mobilia CRM allows us to offer a more complete solution with greater functionality for Mobilia customers.

### Benefits

- Telecommuting solution
- Optimal and more personalized customer service
- Easy to install and configure
- Auto-configuration capability
- Enhanced their CRM software solution

*“VoIPstudio allows Mobilia to adapt to the needs of its customers in real time while facilitating the remote work of its team,”*

**Braulio Moreno**  
Product Manager at Mobilia