



## CASE STUDY

# Microland Leveraged GenAI in Automated Property Brochures Tool to Boost Productivity and Faster Time to Market for one of the UK's Largest Real Estate Agencies

## Case Study Overview

The client, one of the largest real estate agencies in the UK dealing with Residential and Commercial properties, was facing a productivity challenge in rapidly generating brochures for the properties going into the market that are consistent with brand guidelines and standards. Microland built a Gen AI-based Automated Brochure Generator tool to accelerate the creation of brochures and faster time to market for the properties.

## About Client

The client is a global real estate consultancy and estate agency headquartered in London, England with more than 600+ offices across 50+ countries globally. The client, with its workforce of over 20,000 employees, manages commercial, residential, and agricultural real estate worth more than \$800 Billion.

## Business Challenges

The client's employees manage thousands of properties from its 600+ branch offices in the UK and around the globe, and for these properties, the employees need to create brochures and other content before they are listed on the website.

The brochure and other sales content generated for these properties need to adhere to the brand guidelines and standards in the writing style, tone, and visual designs. The content goes through multiple reviews at different levels before being listed on the website.

Since the process was mostly manual, the accuracy and consistency of the information were impacted, needing rework and reviews before taking it live. This whole process increases the turnaround time of getting the property listed on the website which impacts the sales cycle.

## Our Solution

The client engaged Microland to build a Generative AI-based Automated Brochure Generator Tool to create high-quality brochures and sales content quickly, accurately, and with consistency to brand guidelines. The tool has the capabilities/features listed below.

1. **Securing Automated Property Descriptions:** Integrated with the CRM and MDM systems to retrieve core property attributes and generate content to describe the properties in the brochures
2. **Recommendation Engine:** Collates information from external sources on schools, transport links, hospitals, etc., to be incorporated in the brochure and generates detailed descriptions for recommendations.
3. **Brand-specific Writing Styles & Tone:** A collection of 100+ conditions on writing styles and conversation tone consistent with the brand guidelines and standards are incorporated in the tool to ensure brochure content is adhering to the brand guidelines.
4. **Library of Pre-defined Templates:** The estate agents can choose from a library of pre-defined and approved templates to generate brochures depending on the property type and also edit them for any changes or corrections required.

## Value Delivered

Below are the outcomes and value we have delivered to the client through the GenAI-based tool,

- **Increased ~\$100K cost savings** per year and reduction in marketing costs through automated design and development of brochures.
- **Improving the end-customer experience with faster time to market** for the properties being listed on the website.
- **Higher accuracy and consistency** by reducing manual errors in the external market-facing content in the brochures.

Microland is a pioneering IT Infrastructure services and consulting company headquartered in Bengaluru, India, with a proven track record of delivering tangible business outcomes for 35 years. Today, as enterprises recognize that networks underpin the functionality and efficiency of modern digital systems and support innovation, we provide next-generation technologies such as AI, automated operations, and platform-driven solutions – which drive operational excellence, agility, and productivity for organizations worldwide. Our team of over 4,600 experts delivers services in over 100 countries across Asia, Australia, Europe, the Middle East, and North America, offering cutting-edge solutions in networks, cloud, data centers, cybersecurity, services management, applications, and automation. Recognized by leading industry analysts for our innovative strategies, Microland is committed to strong governance, environmental sustainability, and fostering an inclusive workplace where diverse talent thrives. When businesses work with Microland, they connect with the best talent, technologies, and solutions to create unparalleled value. For more information, visit [www.microland.com](http://www.microland.com)