

# A Study On Lead-To-Booking Funnel Analysis And The Impact Of Follow-Up Frequency On Sales Conversion At Sree Kumar Infrastructure

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## Abstract

*Buying a home is one of the biggest financial decisions most people make, and the path from a casual inquiry to an actual booking is rarely straightforward. This study looks at what happens along that path at Sree Kumar Infrastructure, a Chennai-based residential developer, with a particular focus on whether the frequency, speed, and channel of sales follow-up contacts make a measurable difference to conversion outcomes. Drawing on the AIDA model and the seven-touch principle from marketing theory, the research surveyed 150 individuals who interacted with the company's sales team during 2023–2025 using a structured Likert-scale questionnaire. The data were analyzed through frequency distributions, Chi-Square tests, Pearson correlation, and multiple linear regression using IBM SPSS. Most respondents viewed follow-up practices favorably — around 75–80 percent agreed that persistent, timely, multi-channel outreach kept them engaged and built trust. Yet the statistical tests told a different story: none of the three follow-up variables showed a significant linear relationship with conversion (all  $p > 0.05$ ), and the regression model explained just 1.3 percent of variance ( $R^2 = 0.013$ ,  $p = 0.588$ ). The only significant demographic association was age group ( $p = 0.030$ ). The conclusion is that while good follow-up is necessary for maintaining prospect engagement, actual booking decisions are shaped by a wider set of forces — pricing, location, family readiness, market conditions — that sit beyond the reach of follow-up alone.*

**Keywords:** *Lead-to-Booking Funnel, Follow-Up Frequency, Sales Conversion, Real Estate, Timeliness, Multi-Channel Engagement, Chi-Square, Regression, Sree Kumar Infrastructure.*

## Introduction

Selling residential property involves large financial commitments, extended deliberation, family discussions, and considerable emotional weight. The journey from first inquiry to confirmed booking — the lead-to-booking funnel — is long and leaky. Industry estimates put overall conversion in Indian real estate at somewhere between 0.4 and 2

percent, meaning the vast majority of prospects never become buyers. Within this funnel, follow-up by the sales team acts as connective tissue: it keeps conversations alive, answers emerging questions, and prevents the kind of drift that sets in when nobody calls back.

Sree Kumar Infrastructure, established in 2009 in southern Chennai, has completed over 25 residential projects in areas like Pallavaram, Pammal, and Sholinganallur, serving mainly salaried professionals in the affordable-to-mid segment. Like many regional developers, the company generates a healthy volume of inquiries through marketing but watches a large share go cold before reaching booking stage. Whether this happens because follow-ups are too few, too late, or through the wrong channel has not been formally examined, which is precisely what this study sets out to do.

### Review of Literature

Recent research consistently points to structured follow-up as beneficial for engagement, though its direct impact on final conversion remains debated.

- **Kumar and Sharma (2025)** found that CRM-automated follow-ups in Indian real estate firms improved interaction consistency and prospect handling quality.
- **Singh et al. (2024)** studied Puravankara Ltd in Bangalore and observed that organized lead tracking with scheduled contacts significantly reduced early-stage attrition.
- **Patel and Reddy (2024)** noted that integrated multi-channel strategies at Merlin Developers in Pune, especially when paired with CRM, produced stronger commitment indicators from prospects.
- **Lee and Kim (2023)** reviewed Prop Tech tools and found that platforms enabling consistent digital engagement reduced funnel attrition through automated reminders and interest tracking.
- **Thompson (2021) and Garcia and Lopez (2021)** both showed that sequential, value-adding engagement at each funnel stage improved commitment levels and reduced premature drop-offs.

However, most existing work focuses on digital tools or general nurturing rather than isolating follow-up frequency as a distinct variable, and localized studies for mid-segment Indian markets are scarce. This gap motivates the present research.

### Objectives of the Study

- To examine how follow-up frequency affects lead-to-booking conversion at Sree Kumar Infrastructure.
- To map the sales funnel stages and identify where prospects tend to drop off.
- To identify which follow-up channels prove most effective in sustaining engagement.
- To assess whether timeliness of follow-up has a meaningful relationship with conversion.
- To offer practical suggestions for improving funnel efficiency.

### Research Methodology

A descriptive cross-sectional survey design was adopted. Primary data were collected from 150 respondents (leads and customers) of Sree Kumar Infrastructure during 2023–2025, selected through convenience sampling. The

questionnaire had two sections: demographic details (gender, age, occupation, income, marital status) and 20 Likert-scale statements grouped under three independent variables — Frequency of Follow-Up Contacts, Timeliness of Follow-Up, and Type of Follow-Up Channel — plus one dependent variable, Sales Conversion Rate. Secondary data came from journals, industry reports, and company records.

**Data Collection**

- **Primary Data:** Structured 5-point Likert questionnaire (1 = Strongly Disagree to 5 = Strongly Agree), administered in person and online.
- **Secondary Data:** Books, journals, ANAROCK/Knight Frank reports, IBEF data, and internal company records.

Analysis was performed using IBM SPSS with frequency analysis, Chi-Square test, Pearson correlation, and multiple linear regression.

**Data Analysis and Interpretation**

The respondent profile was dominated by the 25–35 age group (37.3%), salaried employees (36.0%), and households earning Rs.5–20 lakhs (60.0%) — consistent with the company’s target market of first-time and mid-income homebuyers in southern Chennai.

**Effectiveness of Performance Appraisal Systems**

Below is a consolidated view of key Likert-scale responses:

Statement	Agree %	Strongly Agree %	Neutral %	Disagree/SD %
Multiple contacts after inquiry	45.3	36.7	12.0	6.0
Timely follow-up increased trust	40.7	38.7	12.7	8.0
WhatsApp was helpful for updates	39.3	40.7	14.7	5.4
Multi-channel mix kept me engaged	46.7	32.0	12.7	8.7
Overall follow-up helped conversion	36.7	38.7	14.7	10.0

Across all items, 70–82 percent of respondents viewed follow-up practices favourably. The sales team is clearly making the effort, and prospects notice it.

**Statistical Tests**

**Chi-Square Test Results**

Variable	$\chi^2$	df	p-value	Result
Gender	5.421	2	0.066	Not Sig.
Age Group	10.742	4	0.030	<b>Significant</b>
Occupation	2.243	4	0.691	Not Sig.

Only age group showed a significant association with conversion ( $p = 0.030$ ), suggesting different age cohorts respond to the sales process in distinct ways.

**Pearson Correlation**

Variable	r	p-value	N
Follow-Up Frequency	0.075	0.363	150
Timeliness	0.014	0.863	150
Channel Type	-0.087	0.290	150

All correlations are weak and non-significant. Follow-up variables do not individually predict conversion in any meaningful linear fashion.

**Multiple Linear Regression**

Predictor	B	Std. Err	Beta	t	Sig.
(Constant)	3.982	0.691	—	5.763	0.000
Frequency	0.087	0.097	0.074	0.899	0.370
Timeliness	0.015	0.092	0.013	0.159	0.874
Channel Type	-0.097	0.095	-0.084	-1.024	0.308

The model is not significant ( $F = 0.645$ ,  $p = 0.588$ ,  $R^2 = 0.013$ ). The three follow-up variables together explain barely 1.3 percent of variance in conversion. The gap between how people feel about follow-up and what actually drives their booking decision is real and points to a more complex set of influences at work.

**Limitations of the Study**

- Restricted to one company; findings may not generalise to all developers.
- Convenience sampling limits representativeness.
- External factors (market conditions, interest rates, government policies) were not controlled.
- Post-booking behaviour and cancellations were not examined.

## Findings and Suggestions

### Findings

- 70–82% of respondents perceived follow-up practices positively across all dimensions measured.
- Age group was the only demographic with a significant association with conversion ( $p = 0.030$ ).
- No follow-up variable showed a significant linear relationship with actual conversion (all  $p > 0.05$ ).
- The regression model was not significant ( $R^2 = 0.013$ ,  $p = 0.588$ ), confirming that follow-up alone does not predict conversion.
- Conversion appears driven by broader factors — pricing, location, buyer readiness, family dynamics, and market sentiment.

### Suggestions

1. Implement CRM-based automated follow-up schedules to replace ad hoc outreach.
2. Develop age-segmented strategies -digital-first for younger prospects, phone and personal meetings for older ones.
3. Train the team to respond to initial inquiries within the first hour.
4. Strengthen email content with property-specific visuals and details.
5. Introduce incentives that reward consistent, quality follow-up rather than raw conversion numbers.

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