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Insomniacs powers India's top realty players with agentic Convo AI to redefine sales, channel partner engagement and post sales



As India's real estate landscape advances towards digital maturity, Insomniacs, one of the country's leading proptech and martech consultancies, is driving the next phase of growth through intelligent automation. With its AI-driven engagement ecosystem, Convo AI and TrustED AI, they are enabling developers to deliver speed, efficiency, and personalization at scale. Already adopted by several top developers, this agentic AI suite represents a decisive shift where growth is powered not by launches or marketing spends, but by systems that communicate, learn, and optimize in real time. Convo AI helps developers reimagine engagement across marketing, pre-sales, channel partner management, sales, and post-sales. From instant query handling to brand-consistent communication 24x7, it ensures that no lead or customer intent is ever lost. Complementing it, Trusted AI listens and analyzes every interaction, calls, chats, or site visits, distilling insights and sentiments in nine Indian languages to enable faster, data-backed decisions. Taking the vision further, Insomniacs launched ACX Convo AI Web, which turns developer websites into intelligent, round-the-clock service touchpoints. Acting as a fully agentic AI representative, it helps customers explore projects, schedule visits, and request callbacks through natural, conversational interactions. The platform also strengthens NRI engagement with multilingual and time-zone-aware support, ensuring personalized and consistent communication across markets. The results have been transformative. Early adopters report over 60% call connectivity, faster response cycles, sharper qualification, and higher conversions — all achieved without additional manpower. At Shriram Properties, this impact was immediate. "Our collaboration with Insomniacs' pathbreaking Convo AI tool was focused on leveraging their intelligent engagement and lead nurturing systems to significantly improve business conversions for Shriram's Pune project (Codename Superstar). By integrating their AI-driven conversational tools into our customer journey, we were able to capture intent more accurately and personalize interactions in real time. This has significantly helped us shorten the decision-making cycle and increase booking efficiency," said Vivek Venkateswar, Director – Shriram Properties Ltd.