

Raabta Desk

Leads aa rahi hain. Revenue leak ho raha hai.

System lagna chahiye.

Team <> System

Fix Revenue Leak

Built from Germany

For real estate, electronics, and any team already receiving digital inquiries but handling them without a clear sales system.



What this handbook will show

Pakistan market shift and why inbound handling matters

Where revenue leaks inside a busy team

What Raabta Desk actually does

- Why businesses buy a system even when they already have staff

Yeh handbook kyun?

Pakistan mein bohat se businesses digital inbound le rahe hain - WhatsApp, website, Facebook, Instagram, calls, listings aur forms. Masla yeh nahi ke leads nahi aa rahi. Masla yeh hai ke unko handle karne ka system weak hota hai.

Bohat jagah team hoti hai, banda hota hai, WhatsApp chalta hota hai, phone baj raha hota hai - lekin phir bhi conversion utni nahi hoti jitni honi chahiye.

Raabta Desk isi gap ko solve karne ke liye design kiya gaya hai. Yeh sirf "WhatsApp automation" nahi. Yeh sirf chatbot company nahi. Yeh ek inbound revenue system hai jo aap ki team ko structure, tracking, follow-up aur accountability deta hai.

Hum team replace nahi karte

Hum team ke liye system layer banate hain.

Structure

Har lead ko random message se nikaal kar ek managed flow mein lana.

Discipline

Follow-up, ownership aur next action ko banda-dependent na rehne dena.

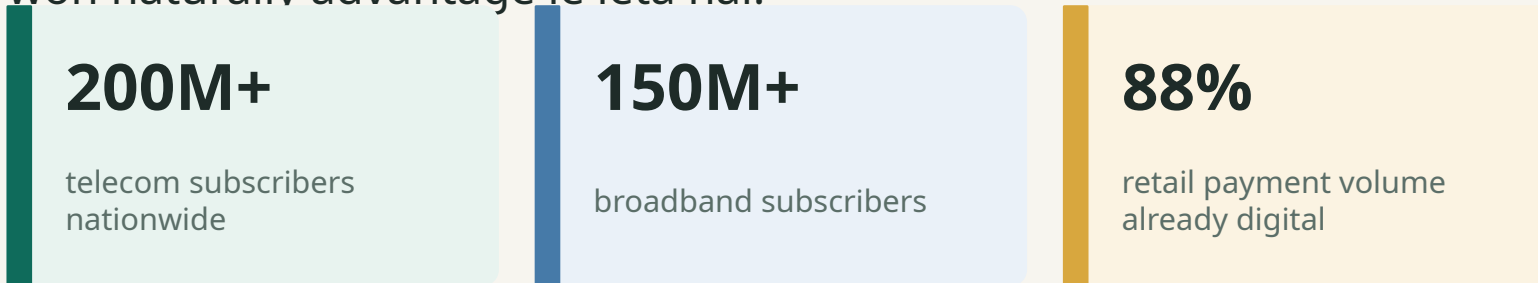
Visibility

Owner ko pata ho kis stage pe lead mar rahi hai aur kyun.

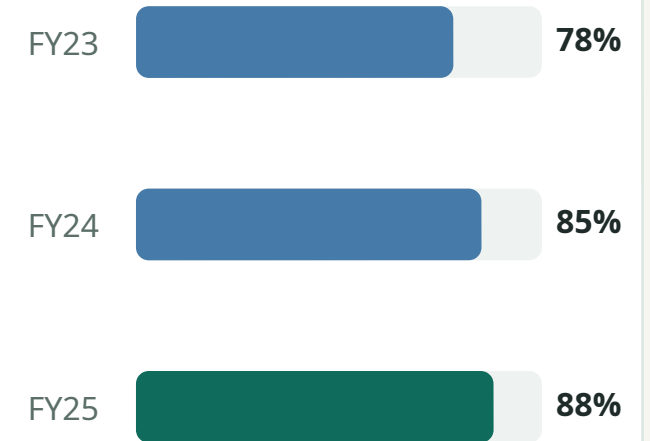
Built from Germany. Designed for Pakistani sales reality.

Pakistan ka business landscape change ho chuka hai

Customer ab online hai. Communication mobile-first hai. Aur jo business fast aur structured inbound handling karta hai, woh naturally advantage le leta hai.



Digital momentum



Transactions through digital channels now make up more than 88% of retail payments by volume. That means the issue is no longer "are customers online?" but "how well is inbound demand being handled?"

Problem leads ka nahi - system ka hai

Business ke paas incoming demand hoti hai. Lekin team us demand ko random tareeqe se handle karti hai. Isi wajah se hidden revenue leakage hota hai.

Slow response

Lead garam hoti hai, reply thanda hota hai.

No qualification

Budget, urgency aur intent clear nahi hota.

Weak follow-up

Pending lead stale ban jati hai.

No visibility

Owner ko pata nahi lead kahan mar rahi hai.

Invisible leak

Incoming leads

Qualified

Followed up

Converted

Leads aati hain. Beech mein process leak hota hai.

Team hone ka matlab system hona nahi hota

Aksar owner ka kehna hota hai: "hamari team hai." Sahi. Lekin agar har banda apni style se kaam kare, to output banda-

Busy team

Calls ho rahi hain

WhatsApp chal
raha hai

Spreadsheet chal
rahi hai

Owner manually
pooch raha hai

**Result: activity bohat hai,
clarity kam hai.**



System layer

E8F3EF

E8F3EF

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E8F3EF

EAF1F8

EAF1F8

**Result: same team, better discipline,
clearer output.**

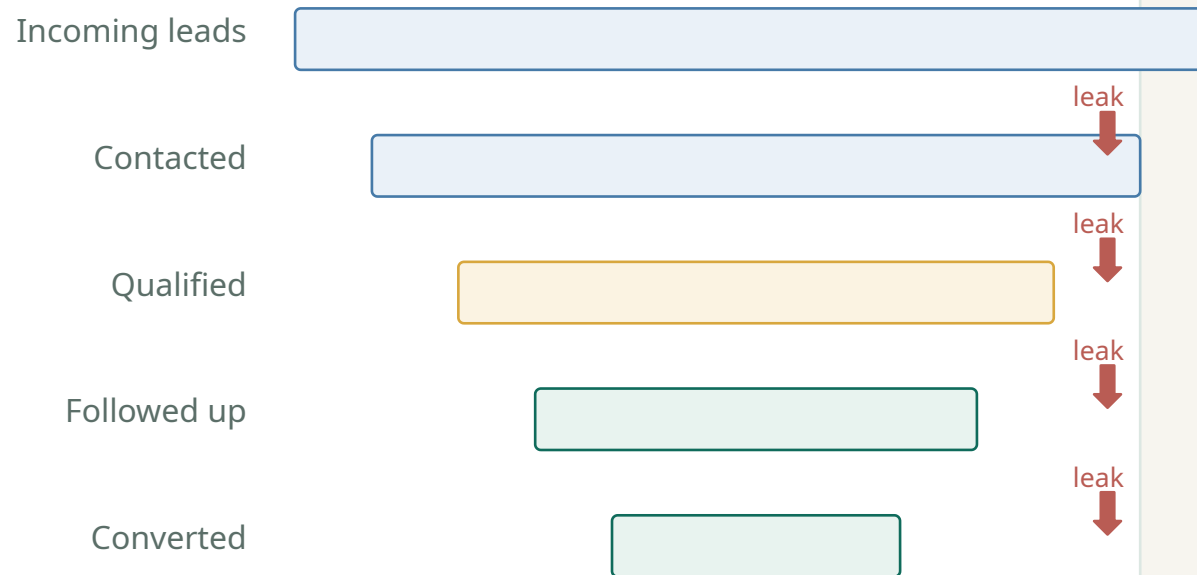
Yeh problem aap ko kitna nuksaan de rahi hai?

Simple example

- 10** inquiries per day
- 30** days in a month
- 300** incoming opportunities
- 20%** lost due to weak handling
- 60** opportunities gone

Ab apne business ke hisaab se sochiye: ek deal, ek order, ya ek repeat customer ki value kya hai?

Leak points



Hum ne market mein kya dekha

Public websites aur contact pages se ek clear pattern saamne aata hai: inbound aa raha hai, contact channels open hain, aur manual handling ke signals visible hain.

Ez Real Estate

Public signal

Public WhatsApp, phone, email aur social links. Signal: digital lead flow active.

1 Real Estate

Public signal

WhatsApp + direct contact + project structure. Signal: centralized sales desk ki zarurat.

Dost Marketing

Public signal

Book Site Visit aur response promise. Signal: lead speed aur routing matter karti hai.

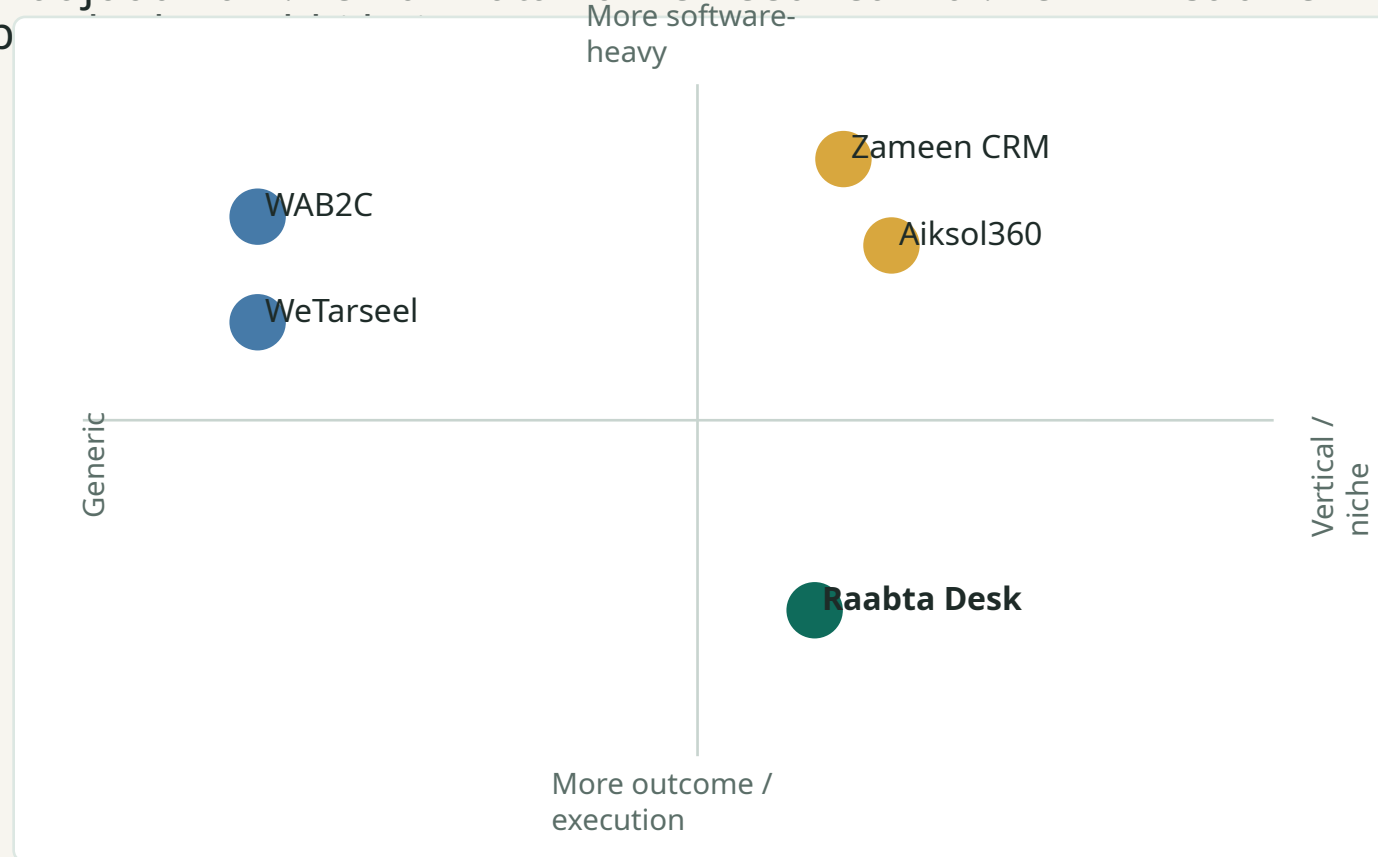
SES Mall

Public signal

Order confirmation calls public policy par mention. Signal: manual post-order ops pain real hai.

Competition ka hona buri baat nahi - proof hai

Space mein API vendors, inbox tools aur CRM players already maujood hain. Yeh dikhata hai ke need real hai. Lekin in sab ke



Raabta Desk gap

Sirf WhatsApp tool nahi

Sirf heavy CRM bhi nahi

System design + practical rollout

Team ke liye visibility, follow-up aur accountability

- Pakistan-specific workflow reality

Raabta Desk kya hai?

Raabta Desk ek inbound revenue system hai jo aap ki team ke liye lead capture, qualification, assignment, follow-up, visibility aur accountability ko structure karta hai.

Not this

sirf WhatsApp bot
sirf chatbot service

- sirf CRM replacement

What it is

sales-flow system
team discipline layer

- owner visibility layer

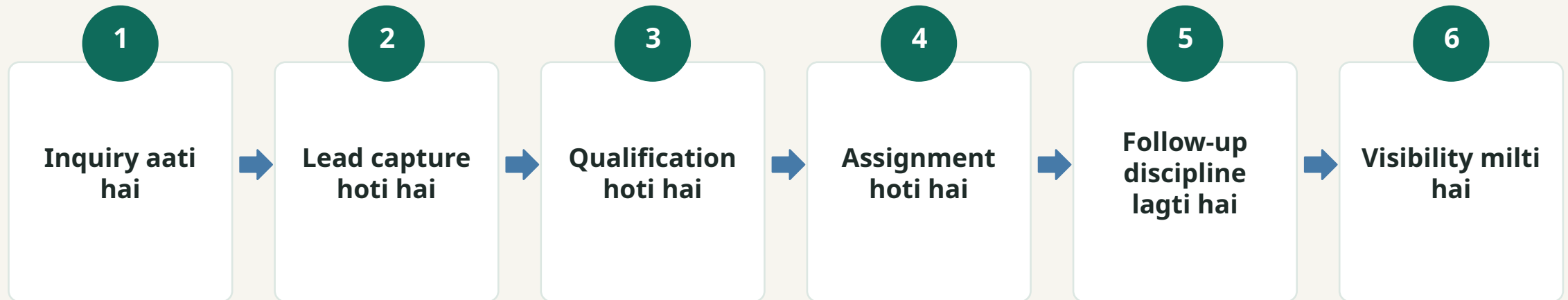
Why it matters

same team, better output
less leakage

- clearer conversion path

Raabta Desk ka workflow

Simple words mein: incoming demand ko random message se nikaal kar ek managed process mein laana.



Result: har lead ka next step, owner aur status visible ho jata hai.

Raabta Desk for Real Estate

Real estate mein problem usually “lead generation” nahi hoti.
Problem “lead handling” hoti hai.

Typical inbound

Zameen

Facebook ads

Website forms

Calls

- Direct WhatsApp inquiries

Typical pain

No structured qualification

No clear agent routing

No visit-booking discipline

No reminder system

- No stale-lead visibility

Raabta Desk outcome

Lead instantly capture hoti hai

Buyer intent clearer hota hai

Assignment aur next action defined hota hai

Site visit / cold / lost status visible hota hai

- Management ko pipeline clarity milti hai

Raabta Desk for Electronics & Accessories

Electronics aur accessories businesses mein inbound volume repetitive aur support-heavy hota hai.

Typical inbound

Product questions

Price / stock / delivery queries

COD confirmation

Order follow-up

- Returns / confusion

Typical pain

Same sawalat baar baar

Manual confirmation burden

Fake orders / no response

Low tracking clarity

- Support aur sales mix ho jate hain

Raabta Desk outcome

Inquiry ko structured order-intent mein laata hai

Repetitive flow ko organize karta hai

COD confirmation stage clearer banata hai

Pending inquiries stale hone se bachti hain

- Order-handling aur support flow zyada disciplined hota hai

Aap Raabta Desk kyun khareedein?

Because aap ka issue “aur leads” nahi ho sakta. Aap ka issue “same leads se kam result” bhi ho sakta hai.

Aap ke paas already team hai

Good. Phir aap ko team ke liye structure chahiye, replacement nahi.

Aap leads already le rahe hain

Phir asli sawaal yeh hai ke kitni leads process mein leak ho rahi hain.

Aap owner-level clarity chahte hain

Kaun follow-up kar raha hai? Kaun lose kar raha hai? Kitna pipeline pending hai?

Aap growth chahte hain bina chaos ke

Process aur accountability ke baghair scale usually mess create karta hai.

Raabta Desk is not a cost added on top of your team. It is the system that helps the same team perform better.



Aap ke paas leads hain. Sawaal yeh hai: system hai?

Agla step software bechna nahi hota. Agla step problem ko visible aur manageable banana hota hai.

15-minute Inbound System Audit

Current flow samjhein
Leak points identify karein
Aur fit decide karein

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Structure the flow. Track the leak. Grow with control.