



CLIENT DECISION BOOK

WIN

Immersive Sales Intelligence

A practical decision guide for Indian real estate developers who want project storytelling, buyer behavior, source attribution, CRM follow-up, and management visibility to work as one operating system.

WASTUVIZ PVT. LTD.

Designed for developer leadership, sales heads, marketing heads, and channel teams.

Not a lead-generation brochure. Not a technology catalogue. A decision book for converting buyer attention into sales intelligence.

What this book is

This document explains how WIN changes a developer sales process. It is written for the client side: leadership, sales, marketing, channel, and operations teams evaluating whether an immersive project experience should become a measurable sales-intelligence layer.

It clarifies the buying decision

A developer should finish this book knowing what WIN does, what it changes, what it requires, and how it will be judged in a pilot.

It shows operational use

The focus is not on attractive visuals alone. The focus is QR journeys, CP links, family evaluation, sales prompts, dashboards, and review cadence.

It protects credibility

The book avoids fake certainty. Buyer behavior is treated as evidence with caveats, confidence labels, and sales outcomes.

The core decision

A walkthrough, website, brochure, QR code, AR model, and sales-office demo are usually treated as separate marketing assets. WIN turns them into a connected project experience that remembers source context, reads buyer behavior carefully, and gives sales teams a better next conversation.



The developer does not need more names. It needs more readable intent.

Lead volume is useful only when it improves visit quality, sales prioritization, CP accountability, and booking probability. WIN is designed around that operating gap.

Current gap	Why it matters	WIN response
High inquiry, low visit	Campaigns can create names without project readiness.	Connect source, module behavior, CRM outcome, and follow-up priority.
CP attribution disputes	The last spoken source often becomes the whole truth.	Separate direct source, assisted discovery, partner link, and confidence level.
Weak sales context	Reps call without knowing what the buyer actually evaluated.	Send reason-coded CRM prompts with caveats and suggested conversation hooks.
Management blind spots	Dashboards show activity but not decisions.	Show source quality, response speed, qualified visits, objections, and risks.

Client-safe position

WIN does not claim that every scan, view, replay, or share proves intent. It makes uncertainty visible, carries the caveat into the workflow, and lets the sales result validate or reject the signal.

What WIN is, and what it is not

The quickest way to misunderstand WIN is to treat it as another website, walkthrough, or dashboard. It is a managed sales-intelligence layer around the project experience.

WIN is	WIN is not
A guided project experience connected to sales action.	A prettier brochure uploaded to a landing page.
A source-aware journey across QR, CP, WhatsApp, web, sales-office, and follow-up.	A single campaign report that stops at clicks and form fills.
A behavior signal layer with identity confidence, caveats, and outcomes.	A black-box hot-lead score pretending certainty.
A management view of source quality, speed, visit readiness, objections, and learning.	A vanity dashboard with activity clutter.

The commercial principle

WIN earns its place only if it changes sales behavior: better prioritization, sharper follow-up, cleaner CP attribution, stronger buyer proof, faster correction of weak content, and more reliable management review.

Where money leaks before the booking

Most launch funnels do not fail only at closing. They fail because weak buyer context moves through the system as if it were real demand.

01

Cheap lead inflation

A campaign shows volume, but the site team receives low-context enquiries.

02

Delayed response

A meaningful buyer signal ages before sales acts on it.

03

Same script for all

A family comparing plan, price, and location gets a generic call.

04

CP conflict

Partner influence is real but cannot be credited cleanly.

05

Content blindness

Management cannot see which proof actually moved buyers.

06

No learning loop

Objections and lost reasons do not improve the next campaign or sales script.

The point: WIN is not sold as novelty. It is evaluated against these leaks.

Before WIN / With WIN

The value is not that the project looks better. The value is that the experience becomes measurable, explainable, and usable by sales.

Area	Before WIN	With WIN
Brochure QR	Generic link, poor source memory.	Versioned QR with source, asset, campaign, and retirement discipline.
Website	Static project information.	Guided modules around buyer questions: location, plan, price, trust, amenities, next step.
Walkthrough / AR	Impressive but disconnected.	Chaptered behavior, fallback paths, share context, and CRM prompts.
CRM	Lead name, phone, source, status.	Reason-coded task: what happened, why it may matter, what to ask, what not to assume.
Management	Activity dashboard.	Source quality, response speed, qualified visit readiness, objections, and learning.

PART 01

Project Experience as a Sales System

This section explains how buyer attention moves through offline touchpoints, CP networks, family discussions, and digital project proof before it becomes a site visit or booking conversation.

FIELD TEXTURE

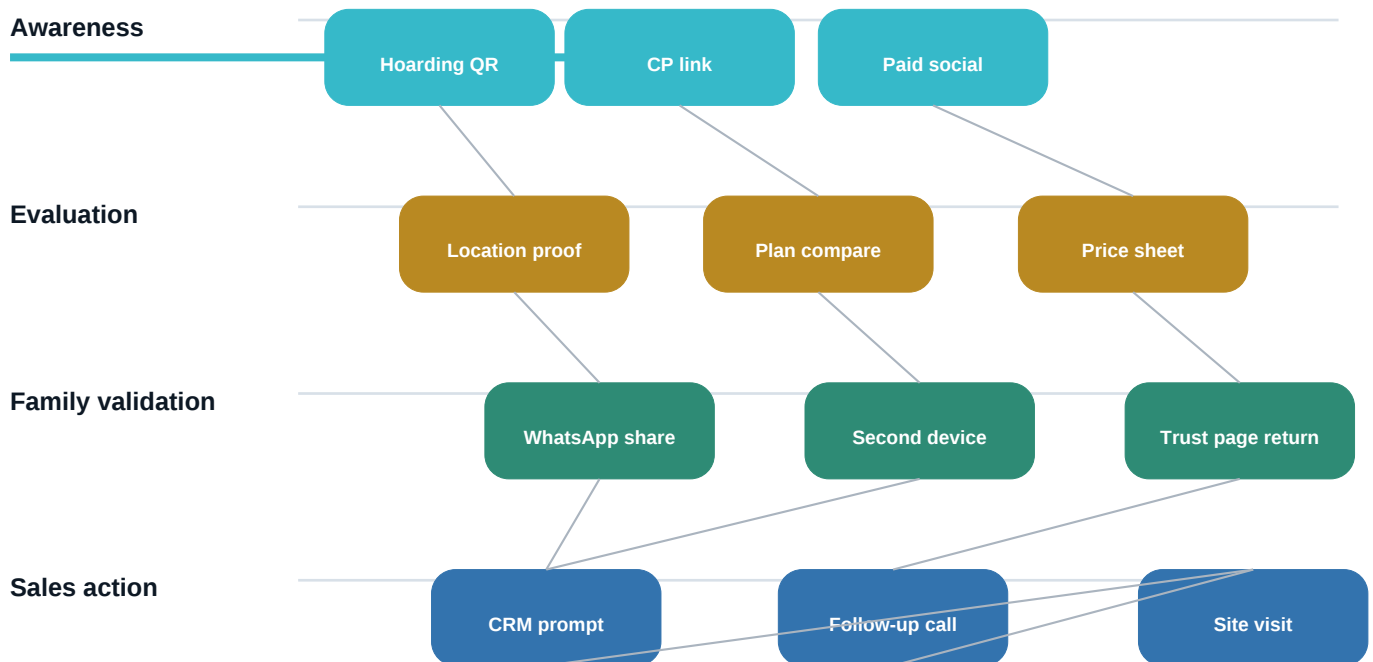
brochure QR, hoarding QR, CP card, WhatsApp forward, family review, plan comparison, location proof, price comfort

CHAPTERS

- 01 Buyer journey map
- 02 Source-aware links
- 03 Household evaluation
- 04 Channel partner attribution
- 05 Sales-office experience
- 06 Buyer-facing trust

The buyer journey is not linear

A developer should not expect one source, one device, one session, and one form fill. The buying process is usually shared, delayed, forwarded, and revisited.



Why this matters

If the system collapses every touch into last source or direct traffic, management cannot understand influence, sales cannot prepare the right conversation, and CP disputes become anecdotal.

WIN discipline

Preserve source, asset version, module behavior, identity confidence, consent state, and CRM outcome. Never convert uncertain evidence into fake certainty.

Every link should know why it exists

A QR code or project link is not a utility. It is a commercial instrument. If the source is lost, the sales lesson is lost.

Link family	Use	Must capture	Risk if generic
Brochure QR	Printed project proof	asset_version, print_batch, project, module	Old pricing and stale offers keep circulating.
CP card link	Partner sharing	partner_id, project, campaign, source_confidence	Partner influence becomes impossible to defend.
Hoarding QR	Location-triggered interest	location, creative, route, landing path	Awareness traffic is mistaken for high intent.
Sales-office tablet	Assisted browsing	assisted_mode, rep_id, project, demo_path	Staff demos pollute buyer analytics.

Client-visible operating rule

Before print or launch, every QR path should be tested for redirects, device behavior, fallback path, form behavior, source capture, and retirement date. This is basic governance, not technical sophistication.

The buyer is often a household, not a device

One person may scan the project. Another may review the plan. A third may challenge price, location, possession, or developer trust.

First inquirer

Scans QR, asks for brochure, wants quick overview.

Budget owner

Reviews price sheet, payment plan, loan comfort.

Daily-life validator

Checks commute, schools, market access, neighborhood feel.

Trust validator

Checks approvals, construction evidence, developer record.

WIN does not pretend identity is exact

The system labels evidence carefully: device, person, household possibility, partner source, consent state, and confidence level. Sales receives context, not a surveillance claim.

Device

Possible household

Concern

Confidence

Script

Outcome

Attribution should reduce conflict, not create a courtroom

Channel partner influence is rarely clean. WIN separates source evidence, assisted discovery, and privacy boundaries so the developer can govern the channel better.

Situation	Bad handling	WIN handling
Buyer opens two CP links	Credit goes to whoever speaks last.	Record both touchpoints, sequence, confidence, and agreed dispute rule.
Walk-in says direct	Reception memory overwrites digital trail.	Ask source question and preserve QR or link evidence.
CP wants dashboard	Buyer behavior trail is exposed externally.	Share aggregate performance, not personal behavior.
WhatsApp forwards	All traffic becomes unattributed.	Use partner-level link families and confidence labels.

Commercial benefit

Cleaner CP accountability, fewer emotional disputes, better partner coaching, and better visibility into which partners create serious project evaluation, not only names.

WIN should be useful in the room, not only online

The sales-office demo must guide the conversation: location, unit plan, amenity, price comfort, approvals, construction progress, and next step.

Studio Mode: Guided Project Story

Location proof

Unit plan

Amenities

Trust

Price comfort

Selected module: Unit plan comparison. The rep can show configuration logic, usable space, family fit, storage, ventilation, and next-step questions.

CRM note

Viewed 3BHK plan twice
Ask: family fit, storage
Caveat: not budget ready

For sales

Use the same guided path during walk-in and follow-up. The buyer should not experience a disconnect between digital story and human pitch.

For management

Assisted demos must be tagged separately so staff activity does not pollute buyer analytics.

The experience must help the buyer decide, not feel tracked

WIN should make the project easier to evaluate. It should not feel like a trap that forces premature forms or exposes personal behavior.

Low-friction exploration

Allow buyers to compare modules before demanding contact details.

Useful sharing

Make plans, location proof, and amenities easy to share with family.

Clear consent

Explain what is captured, why it is used, and how sensitive fields are protected.

Human follow-up

Sales should reference buyer questions, not private browsing details.

Better proof

Location, trust, price, and construction evidence should be easier to access than brochure adjectives.

No fake urgency

Late-night views, shares, and returns are context, not closing triggers.

PART 02

Behavior Signals That Sales Can Actually Use

This section converts buyer behavior into practical sales action. The standard is simple: if a signal does not improve a call, a dashboard, a source decision, or a content fix, it is noise.

FIELD TEXTURE

module depth, revisit, share, price hesitation, source quality, false positives, CRM reason codes, outcome feedback

CHAPTERS

- 01 Signal map
- 02 False-positive controls
- 03 CRM handoff
- 04 Sales queue
- 05 Conversation hooks
- 06 Management dashboard
- 07 Marketing diagnostics

What WIN reads, and what it refuses to overclaim

The system should identify evidence of evaluation while keeping caveats visible. One signal never becomes a verdict.

Signal	Possible meaning	Never assume	Sales action
Location proof revisit	Daily-life confidence is being tested.	Ready to book.	Ask about commute, school, work access, neighborhood doubts.
Plan comparison	Household is checking fit and usable space.	Budget readiness.	Discuss configuration, privacy, storage, ventilation, upgrade logic.
Price-sheet pause	Affordability tension or payment-plan question.	Disinterest.	Clarify price band, payment comfort, and value tradeoffs.
Trust-page return	Developer credibility remains under review.	Brand confidence.	Send approvals, construction progress, delivery evidence.
Shared module	Family review may be active.	Individual high intent.	Ask what the family still needs to validate.

Rule: the CRM note should carry both the signal and the caveat.

Bad signals are worse than missing signals

A developer should trust the system only if it controls staff demos, bot bursts, accidental taps, duplicates, partner testing, and shallow traffic before scoring.

Staff demo pollution

Sales-office tablets and internal previews need assisted mode and exclusion rules.

Accidental mobile taps

Single taps should not increase heat. Require depth, repeat, or meaningful sequence.

Identity confusion

Device, person, household, and CP source must not be merged blindly.

Raw share inflation

A forward is evidence of circulation, not proof of purchase readiness.

Replay theatre

Session replay should diagnose friction, not entertain managers.

Outlier source gaming

Compare source behavior against visits and outcomes, not only volume.

The alert must change the next conversation

Sales should not receive raw event trails. It should receive a concise reason-coded prompt with source, freshness, buyer question, caveat, and required disposition.

Sample CRM Task

Priority: Medium - reason coded

Signal: 3BHK plan compared twice, price sheet opened, returned after 2 days.

Source: CP QR | Freshness: 2 days | Identity confidence: Medium

Suggested conversation: Ask about family fit, storage, payment comfort.

Caveat: Do not treat as booking intent until budget and visit readiness are confirmed.

Visited

Callback

Budget issue

Location issue

Family pending

Lost to competitor

Booked

No response

Good alert

Says what happened, why it may matter, what to ask, what to avoid assuming, and how the result must be recorded.

Bad alert

Says hot lead with no reason. Sales ignores it, management loses trust, and the system becomes noise.

What the sales team sees

The sales view should not be a chart. It should be a prioritized work queue with prompts that help the next call.

Today's WIN Sales Queue

	A. Patil CP QR Location proof + 3BHK plan	Ask commute and family fit	Medium
	R. Shah Brochure QR Price-sheet pause	Clarify payment plan comfort	High
	M. Khan WhatsApp share Trust page return	Send approval and construction evidence	Medium
	S. Joshi Hoarding QR Short visit only	Do not prioritize yet; send location proof	Low

The queue is deliberately operational. It turns behavior into call priority, talking point, caveat, and disposition requirement.

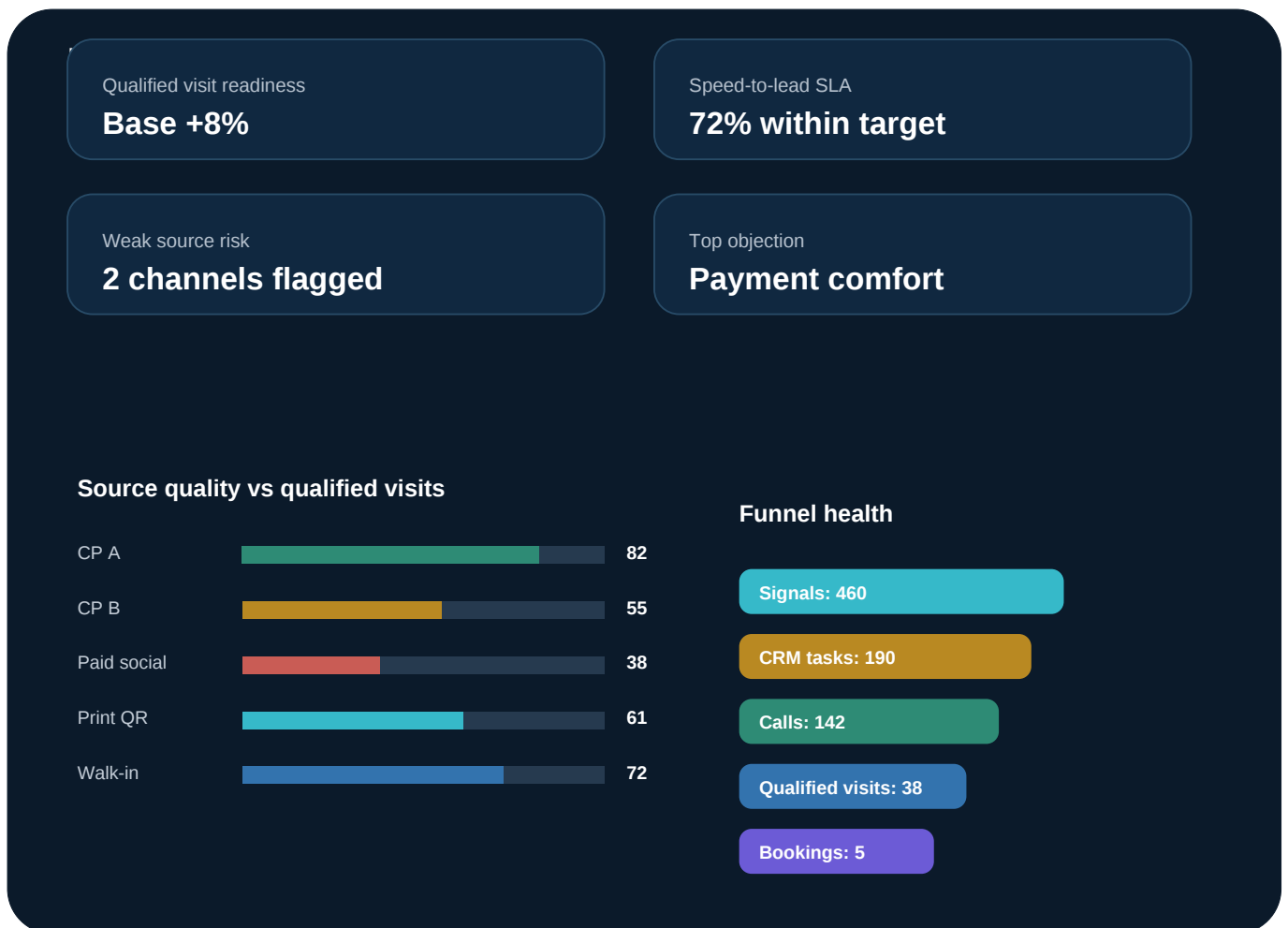
Signals should change language, not just priority

WIN is useful only when the rep can continue the buyer story instead of restarting from a generic pitch.

Signal	Poor follow-up	Better follow-up
Location proof revisit	Sir, are you interested in the project?	You were reviewing location access. Is the main concern office commute, school access, or daily convenience?
Plan comparison	Which flat do you want?	You compared 2BHK and 3BHK. Should we discuss usable space, storage, privacy, or upgrade budget?
Price-sheet pause	Can I send best offer?	Should I explain payment schedule, loan comfort, or what is included in the price?
Trust-page return	We are a reputed developer.	Would approval status, construction progress, or delivery track record help you validate the project?

What leadership sees

Management does not need every event. It needs decisions: source quality, response speed, visit readiness, booking feedback, and risk.



Note: dashboard numbers shown here are mockup values for format demonstration.

Marketing should optimize quality, not only CPL

Campaign reporting must show which sources create project evaluation, not just traffic and inquiry volume.

Diagnostic	Question answered	Decision
Source-to-module depth	Which channels create meaningful location, plan, price, trust, or amenity evaluation?	Shift budget toward sources creating sales-ready context.
Landing path drop-off	Where does the project story fail before proof?	Rewrite module order, CTA placement, or source-specific landing path.
Creative mismatch	Which campaign promise creates weak downstream behavior?	Correct creative and sales expectation.
Objection heatmap	Which objections appear before calls?	Create proof assets and sales hooks.

Management implication

Marketing performance should be reviewed with sales outcomes: response speed, qualified visit readiness, objection pattern, and booking feedback. Otherwise, the dashboard rewards cheap activity.

What channel partners can see safely

Partner reporting should support accountability without exposing personal buyer behavior trails.

CP view	Allowed	Not allowed
Aggregate engagement	Total scans, project module interest, broad conversion stages.	Individual replay clips, personal browsing sequences, private form fields.
Lead status feedback	Accepted, duplicate, visited, booked, lost reason at agreed level.	Internal sales notes unrelated to partner performance.
Campaign performance	Partner link family, asset version, source quality trend.	Full identity graph or family-device inference.
Coaching insight	Which project proof helps conversion.	Buyer-level behavioral surveillance.

Dispute rule before launch

Define how assisted discovery, duplicate partner claims, walk-in statements, and digital evidence will be handled before campaign scale. Attribution governance is a commercial rule, not a post-fact argument.

The weekly review is where WIN becomes valuable

A dashboard without review discipline becomes a screen saver. WIN should drive a recurring decision meeting across management, sales, marketing, channel, and operations.

1

Source quality

Which sources created serious evaluation?

2

Sales response

Where did context age before action?

3

Objections

What buyer doubts appeared repeatedly?

4

Content fixes

Which modules need proof, rewrite, or reorder?

5

CP governance

Which partner claims or link families need review?

6

Next experiment

What changes this week?

Meeting output

One source rule, one content fix, one sales-script change, one CRM hygiene action, and one metric to validate next week.

PART 03

Immersive Storytelling That Proves the Project

This section defines the experience layer. The objective is not spectacle. The objective is to help buyers understand location, unit logic, lifestyle value, construction trust, and price comfort with less friction.

FIELD TEXTURE

guided modules, chaptered video, 360 tour, WebAR, sales-office kiosk, fallback paths, construction proof, family sharing

CHAPTERS

- 01 Guided project experience
- 02 Video chapters
- 03 AR / 360 / model viewers
- 04 Studio Mode
- 05 Project modules
- 06 Content correction loop

A project page should behave like a guided sales explanation

Static pages assume the buyer knows what to evaluate. WIN structures the project around decision questions.

Location

Can daily life work here? Proof: commute, access, schools, market, road logic.

Unit plan

Does this home fit the household? Proof: usable space, privacy, storage, ventilation.

Amenities

Will the lifestyle promise be used? Proof: family routine, maintenance, daily relevance.

Trust

Can the developer deliver? Proof: approvals, progress, track record, construction evidence.

Price comfort

Is aspiration financially believable? Proof: payment plan, ticket size, value tradeoffs.

Next step

What should happen now? Proof: call, visit, callback, share, save.

A cinematic walkthrough must become a sales sequence

Beautiful video is not enough. Each chapter should create usable follow-up context.

Chapter	Buyer question	Signal to capture	Sales follow-up
Location arrival	Can I imagine daily access?	replay, drop-off, share	Ask commute and neighborhood concern.
Facade and entry	Does the project feel credible?	save, replay, trust return	Link visual promise to material and delivery evidence.
Unit plan	Will the space work?	skip, replay, compare	Discuss configuration and family fit.
Amenities	Is lifestyle value real?	share, repeat view	Tie amenity to household routines.
CTA after proof	Is next step clear?	call, save, visit request	Use proof context in CRM task.

Use the lightest immersive format that solves the buyer question

The right platform is not the most impressive one. It is the one that explains the project with the least operational waste.

Format	Best for	Watch-out	WIN control
360 tour	Spatial inspection of actual or sample spaces.	Navigation confusion and weak labels.	Guided route, plan context, hotspots, quality audit.
WebAR / model viewer	Scale, massing, orientation, brochure-to-model experience.	Device failure, load time, unsupported browser.	Device detection, fallback path, model optimization, share context.
Chaptered video	Fast story, location, amenities, aspiration, proof.	Cinematic flow without sales logic.	Chapters, proof points, drop-off reading, CRM hooks.
Custom web experience	Control, analytics, integrations, guided buyer journey.	Overbuilding before decision clarity.	Pilot scope, event taxonomy, ownership, maintenance plan.

The sales-office screen should guide the pitch

Studio Mode is the high-control version of the project story for sales rooms, kiosks, launch events, and assisted walkthroughs.

For the buyer

A clear visual path through location, tower, unit, amenities, trust, and next step. The experience feels like guided clarity, not a sales trap.

For the rep

A consistent presentation flow, sharper talking points, and buyer-specific context for follow-up.

For management

Consistent project explanation across teams and better visibility into what buyers inspect during assisted demos.

For operations

Assisted mode, staff exclusions, asset version control, device testing, and content update discipline.

Launch

Demo

Signal

CRM

Review

Update

Replace adjectives with evidence

Buyers do not need more premium adjectives. They need proof that reduces risk.

Weak claim	Proof module that should replace it
Prime location	Commute bands, road access, schools, markets, healthcare, work nodes, lived examples.
Luxury amenities	Who uses what, when, maintenance logic, family relevance, visual location inside project.
Spacious homes	Usable carpet explanation, furniture logic, storage, circulation, privacy, ventilation.
Trusted developer	Approvals, construction progress, past delivery, site footage, consultant/vendor credibility.
Best value	Ticket comparison, payment comfort, upgrade logic, possession confidence, tradeoff clarity.

The experience should improve every week

WIN should not be a one-time launch asset. Buyer behavior and sales outcomes should improve content, campaign, and script decisions.



Example 1

Location module gets repeat views but low visits. Add commute proof, road approach clips, and local objection answers.

Example 2

Amenity video gets shares but no qualified visits. Add daily-use explanation and maintenance reality.

Example 3

Price sheet causes pause and drop-off. Add payment-plan explanation and value tradeoff section.

Example 4

AR launch fails on devices. Add browser detection, fallback video, and optimized model path.

PART 04

Commercial Case, Pilot, and Governance

This section defines how a developer should evaluate WIN commercially: pilot criteria, adoption, source quality, sales outcomes, privacy, data ownership, and deployment options.

FIELD TEXTURE

baseline, qualified visits, response speed, objection codes, pilot QA, consent, retention, owner cadence, ROI ranges

CHAPTERS

- 01 Commercial value logic
- 02 ROI without fake precision
- 03 Pilot plan
- 04 Success criteria
- 05 Deployment options
- 06 Privacy and ownership
- 07 Procurement checklist

Where WIN can create value

The commercial case should be conservative. WIN should be judged on operating improvements that can be observed, not theatrical revenue attribution.

Faster useful response

High-context signals enter sales queue with suggested conversation hooks.

Better qualified visits

Buyers arrive with clearer location, plan, price, and trust understanding.

Cleaner source allocation

Marketing learns which channels create serious project evaluation.

Lower CP friction

Partner links, assisted discovery, and dispute rules are governed upfront.

Sharper content investment

Management sees which proof modules create movement or drop-off.

Better sales accountability

Tasks require outcome, objection, next step, and override reason.

Measure in ranges, not fake precision

The pilot should compare baseline performance against low, base, and high sensitivity cases. Revenue credit must not be assigned to last touch alone.

Variable	Low case	Base case	High case	How to validate
Response lift	Small	Moderate	Strong	Speed-to-lead against signal priority.
Qualified visit lift	Small	Moderate	Strong	Visit readiness and objection quality.
Source waste reduction	Low	Medium	High	Poor sources flagged and corrected.
Content effectiveness	Low	Medium	High	Module behavior tied to CRM outcome.
Sales adoption	Weak	Working	Strong	Queue usage, dispositions, script use, overrides.

Commercial rule

Credit value through a sensitivity range: faster action, better qualified visits, fewer wasted calls, better source allocation, stronger sales follow-up, and content improvements. Do not pretend exact causal certainty.

A serious pilot is not a vague trial

The pilot should prove business usefulness, instrumentation quality, sales adoption, and governance before full scale.

Week 1

Define buyer questions, source rules, event dictionary, CRM fields, privacy controls.

Week 2

Build project modules, source-aware links, dashboards, and CRM handoff format.

Week 3

QA events, redirects, device paths, masking, access roles, and test modes.

Week 4

Train sales with call examples and controlled traffic.

Week 5

Review source quality, response speed, qualified visit readiness, objections, false positives.

Week 6

Revise content, taxonomy, scoring, alerts, and owner cadence before scaling.

Define pass and fail before launch

The developer should know what evidence will justify scaling, revising, or stopping the pilot.

Criterion	Pass evidence	Fail warning
Instrumentation	Events, source memory, device paths, and CRM fields pass QA.	Broken tags, generic links, missing properties, unclear triggers.
Sales adoption	Reps use prompts, scripts, dispositions, and outcome codes.	Queue ignored, tasks closed without learning, generic follow-up continues.
Source quality	Management can compare sources by qualified behavior and outcomes.	CPL remains the dominant decision metric.
Content learning	At least 3 content or script changes come from evidence.	Dashboard viewed, no operating change.
Governance	Privacy, masking, access, retention, and export rules are active.	Controls are postponed until after rollout.

Choose the operating depth, not the fanciest feature

The right WIN deployment depends on project stage, launch pressure, sales team maturity, CP dependence, content assets, and integration need.

WIN Lite

Fast, complete virtual project experience with source-aware links, guided modules, basic behavior visibility, and clean CRM handoff. Best for active projects needing quick clarity and disciplined follow-up.

WIN Prime

Full sales-experience layer with richer modules, dashboards by role, sales queue, CP governance, Studio Mode, and weekly optimization. Best default for developers who want stronger sales enablement.

WIN Enterprise

Custom architecture, deeper integrations, advanced governance, multi-project visibility, priority support, and WIN Labs intelligence layer. Best for multi-project developers and high-stakes launch systems.

Positioning note

The purpose of this page is not to oversell complexity. It helps the developer choose a deployment depth that the sales team can actually adopt and management can actually review.

Privacy and data ownership are part of the product

A serious developer should not buy behavior analytics without consent logic, masking, access control, retention, export, and exit rights.

Control	Developer should require
Consent state	Clear rule for anonymous behavior, consented behavior, and fields that should not be captured.
Masking	Phone numbers, forms, payment details, chat text, and sensitive fields masked before replay access.
Access roles	Sales receives summaries, not unrestricted behavioral replay. Management, marketing, ops, and legal get role-appropriate views.
Retention	Data kept by purpose and period, not because storage is cheap.
Export and exit	Developer retains access to data, source files, model assets, deletion rights, and handover procedure.

Evaluate operating proof, not demo polish

The buying question is whether the system can be governed, integrated, adopted, maintained, and improved inside the developer sales process.

Sandbox proof

Show source capture, event firing, CRM field mapping, and dashboard output on a test project.

Workflow fit

Prove how sales, marketing, management, channel, and operations will each use the system.

Data rights

Clarify ownership, portability, deletion, access control, export, and exit.

Content rights

Clarify source files, derivatives, model formats, reuse rights, and update responsibility.

Support model

Define SLA, training schedule, issue response, review cadence, and correction window.

Scale plan

Define what changes from pilot to Prime or Enterprise deployment.

What can go wrong, and how WIN should control it

A mature decision book names implementation risks upfront. That increases trust rather than weakening the sale.

Risk	Control
Sales ignores the system	Train with real call examples, build queue into existing workflow, review usage weekly.
Data is messy	Event dictionary, QA owner, test mode, schema versioning, source audit.
CP conflict increases	Predefine link families, confidence labels, assisted discovery, and dispute rules.
Privacy concern arises	Consent state, masking, role access, audit logs, retention, and data exit terms.
Dashboard becomes vanity	Separate management, sales, marketing, CP, ops views with owner and action cadence.
Immersive assets become novelty	Connect modules to buyer questions, CRM prompts, and outcome feedback.

What WastuViz operates

WIN is strongest when it is delivered as a managed operating layer, not as a handed-over collection of files.

Experience architecture

Buyer modules, journey design, source paths, project proof, and sales-office flow.

Immersive content system

Video chapters, 3D/AR/360 assets, Studio Mode, fallback paths, and update logic.

Signal and dashboard layer

Event taxonomy, source memory, role dashboards, sales queue, and management review views.

CRM handoff

Reason-coded tasks, suggested conversations, caveats, dispositions, and outcome feedback.

Governance

Privacy controls, access roles, masking, retention, QA, and version discipline.

Optimization cadence

Weekly review, source correction, content fixes, script improvements, and pilot-to-scale roadmap.

Who signs, who uses, who benefits

WIN should be sold to leadership but adopted by the operating team. The buying committee must see its own use case.

Stakeholder	Primary concern	WIN answer
Developer / promoter	Inventory velocity, launch confidence, source spend, sales accountability.	Management dashboard, weekly decisions, ROI range, CP governance.
Sales head	Lead quality, speed, scripts, follow-up discipline, site visits.	Sales queue, reason codes, scripts, dispositions, response SLA.
Marketing head	Creative quality, landing proof, campaign learning, source diagnostics.	Module behavior, source quality, content correction loop.
Channel head	Partner performance, credit disputes, quality, reporting.	Partner link families, assisted discovery, aggregate dashboard, dispute rules.
Operations / legal	Privacy, data access, retention, vendor exit, process control.	Consent, masking, role access, logs, ownership, export, deletion.

DECISION PATH

The question is not whether WIN looks impressive.

The question is whether it changes buyer understanding, sales action, source decisions, and management visibility.

- 1 Select one project or launch phase.
- 2 Define buyer questions and success criteria.
- 3 Run a controlled WIN pilot with source-aware journeys and CRM handoff.
- 4 Review evidence after six weeks.
- 5 Scale only what improves sales behavior and management decisions.

WASTUVIZ PVT. LTD. | WIN IMMERSIVE SALES INTELLIGENCE

Client decision book for Indian real estate developers.