



THE HUB CODE
IT SERVICES

HUBC@DE MAKES IT HAPPEN.

WHAT'S COOKING IN THE HUB?

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WHAT'S **THE HUB** ALL ABOUT?

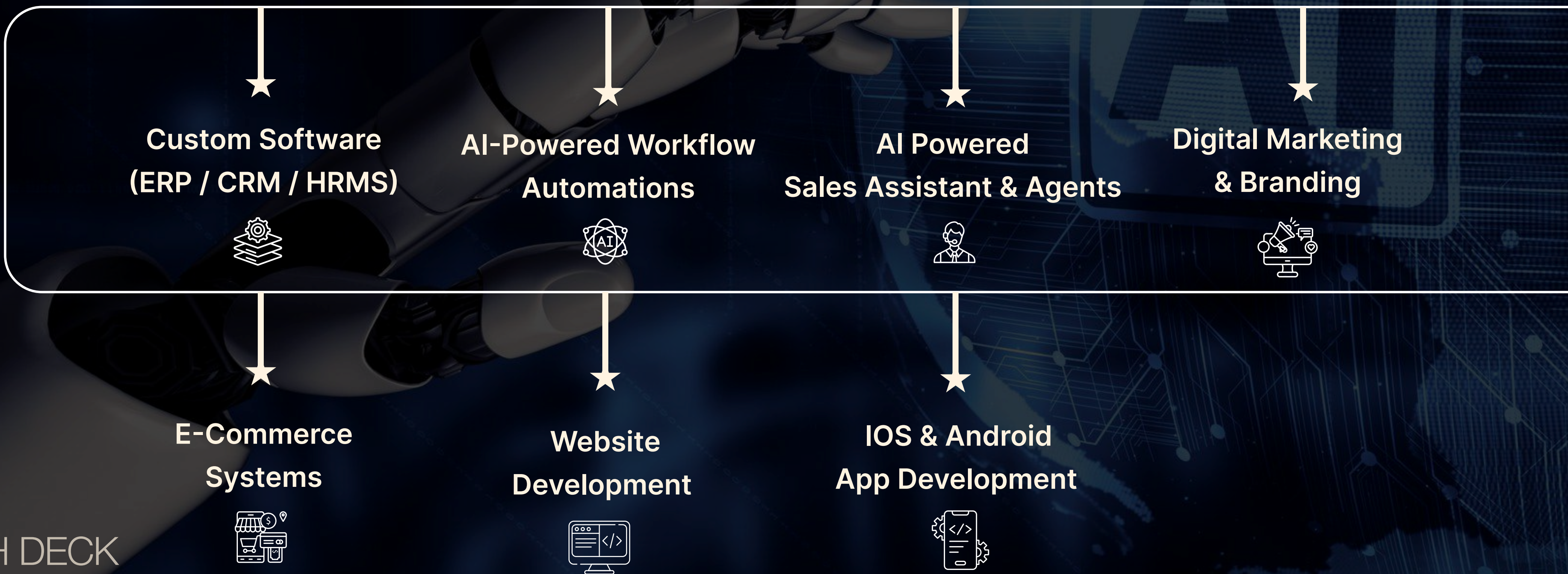
Born in Mumbai, built for the global hustle. We help businesses digitise, automate, and scale like never before. With AI tools tailored for real business needs, we're not just cutting costs, we're changing how businesses operate.

- **80 LAKHS** in operational costs saved
- 150+** Businesses transformed across industries
- 5,00,000+** Users use our softwares globally
- 200+** Man Hours automated & saved Monthly

HUB EXPERTIZE

We combine technology, automation, and AI to solve real business challenges from streamlining operations to accelerating growth.

CORE CAPABILITIES



CLIENTELE



Active Across the globe



SUNOI
PRIMA

instronics

PICTURE IT
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oil



Clezo
Express Laundry

Alb
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Cleafab

ONE REHAB

TAN ENTERPRISES
FOR ALL YOUR SCIENTIFIC NEEDS

ORION
SPECIALIST
CENTRE

REAL ESTATE SALES TEAM

CASE STUDY

AI-POWERED LIVE SALES ASSISTANT

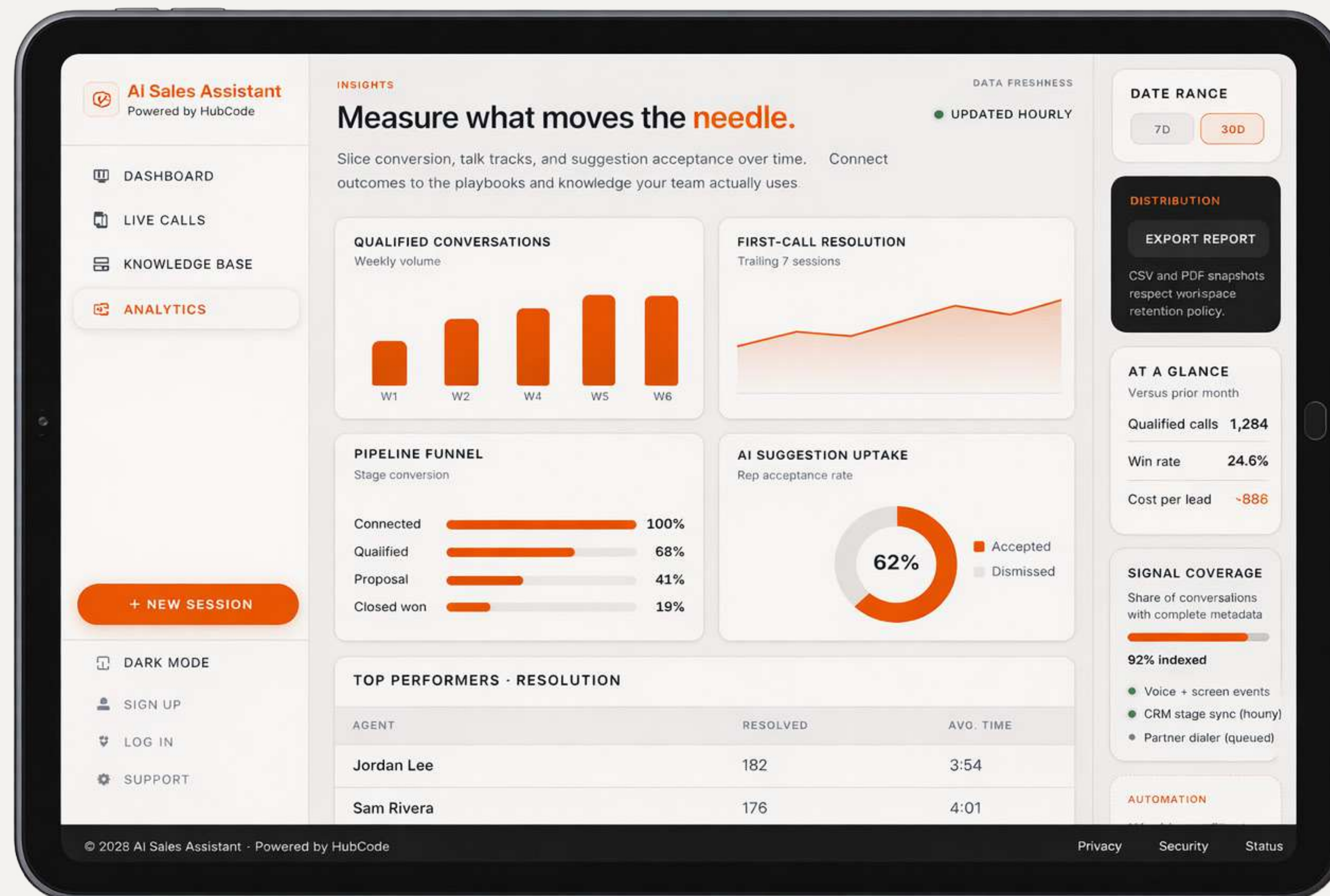
Client: Leading Real Estate Organisation in Mumbai (Sales Team Use Case)

AI SALES ASSISTANT

Software Case Study

Features

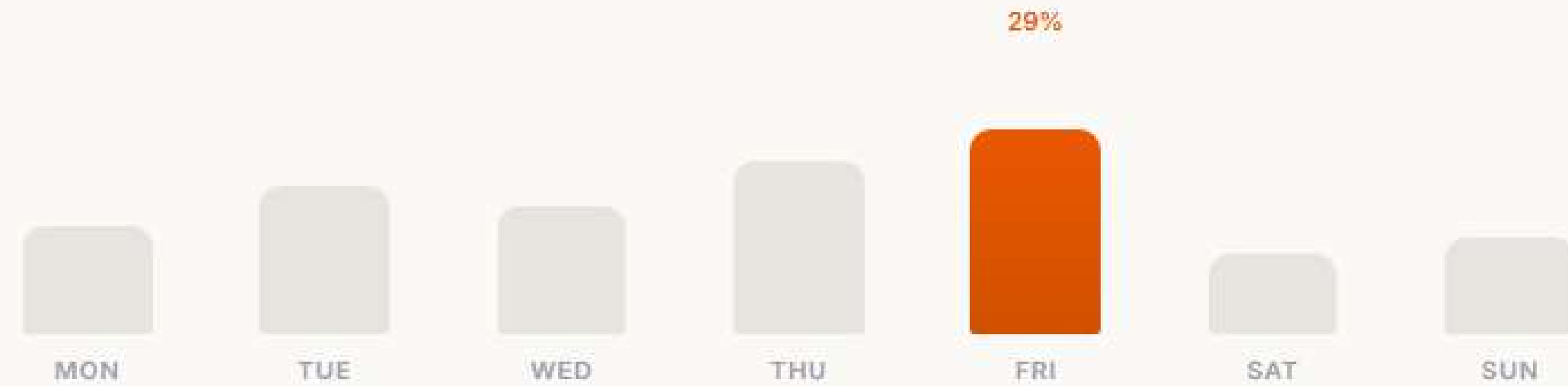
- Real-time call monitoring & transcription
- AI-generated response suggestions during live calls
- Centralized knowledge base (projects, pricing, FAQs)
- Context-aware recommendations
- Continuous learning from conversations
- Performance tracking & analytics dashboard



CONVERSION VELOCITY

7-DAY ROLLING OPTIMIZATION METRIC

D W **M**



SENTIMENT ANALYSIS

65% Positive

The rhythm is still exploratory. Prioritize **clarity** and **trust** before adding more detail.

ACCOUNT HISTORY

- Session momentum**
2 coaching cues this call
- Key stakeholders**
1 voice channel detected
- Engagement footprint**
01:02 on the line · 2 events

localhost:5173

TRANSCRIPT LIVE · 03:56

PROSPECT
Where is this project located?
Turn 1

SUGGESTED RESPONSE
The project is located in Thane West, which is one of the most sought-after micro-markets
AI · generated

PROSPECT
What is the cost of two BHK flat?
Turn 2

SUGGESTED RESPONSE
For a **2BHK** flat, prices start at around **₹1.2 crore**.
The final cost
AI · generated

AI Calling Assistant · drag to reposition · close window to return here

How this AI Assistant Stands out?

This assistant operates in the moment it's the difference between a GPS that routes you live vs. a map you studied the night before. The combination of live transcription + real-time suggestions + knowledge base integration means your rep never has to say "let me get back to you on that" the answer is already on screen.

Time savings

- Reps spend less time searching, more time selling
- ~40–60% reduction in post-call admin
- No manual note-taking
- Instant answer retrieval
- Auto-documented calls

Conversion lift

- Fewer objections unanswered, more deals closed
- 15–30% improvement in conversion rate with in-call AI support
- Live objection handling
- Context-aware responses

Cost efficiency

- Reduce training overhead and error cost
- Faster ramp
- New hires reach senior level accuracy from day one
- Lower training cost
- Fewer escalations
- Reduced wrong quotes

Compounding intelligence

- The system gets smarter with every call
Auto-learns
- Knowledge base improves without manual updates
- Self-updating KB
- Pattern recognition

AI-POWERED CRM FOR LEAD MANAGEMENT

Software Case Study

Key Features Implemented

All-in-One Dashboard

A centralized view of pipeline, tasks, analytics, and activities eliminating the need for multiple tools.

AI Sales Assistant

Smart recommendations for follow-ups, lead prioritization, and automated responses to increase efficiency.

Automation Workflows

Reduced manual effort by automating lead assignment, stage movement, and reminders.

Integrated Communication Hub

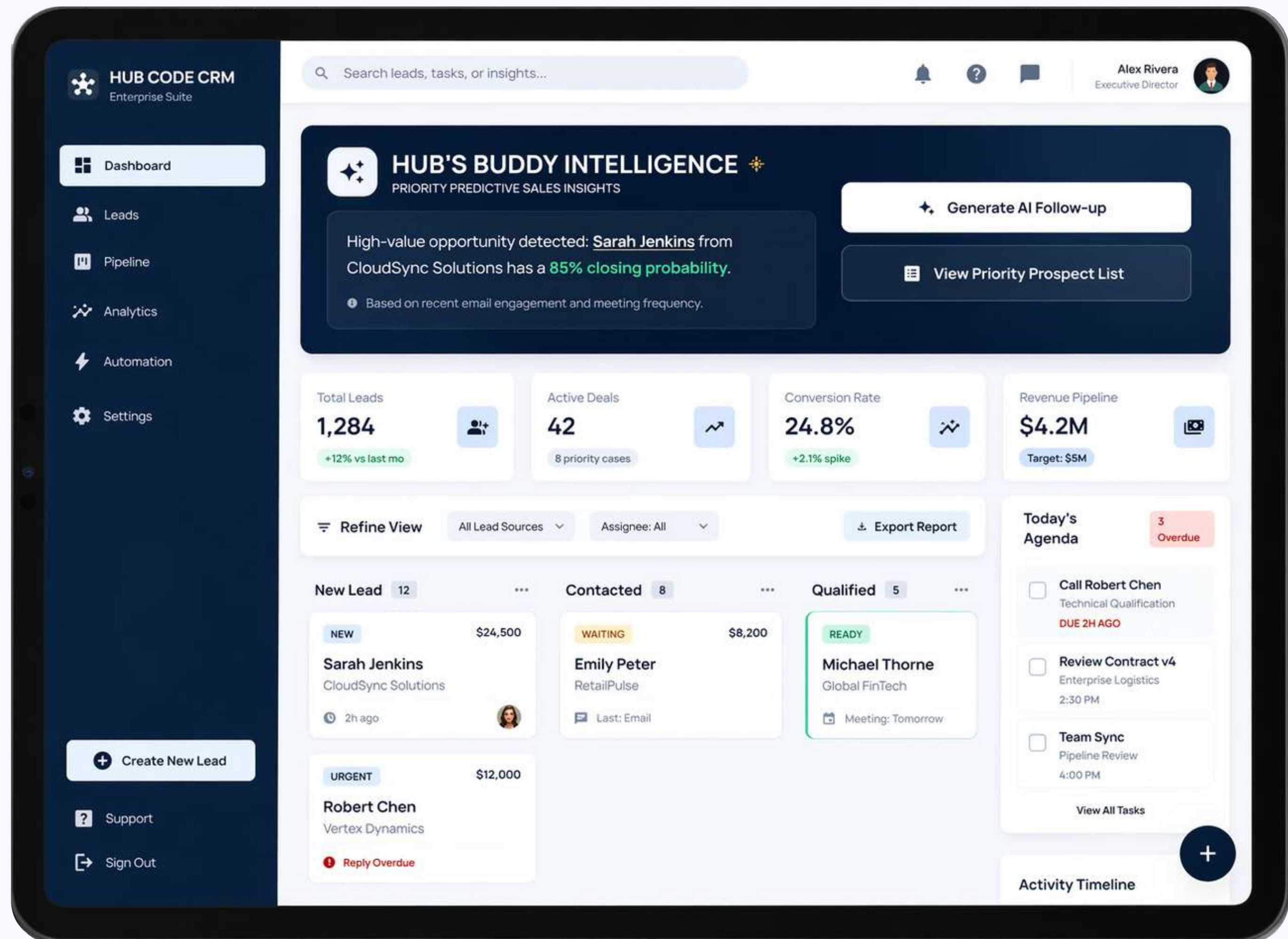
Enabled direct communication (Email, Call, WhatsApp) with full tracking in a single timeline.

Real-Time Analytics

Provided actionable insights into conversion rates, pipeline value, and lead sources.

360° Lead View

Delivered complete visibility into each lead with history, notes, files, and AI-driven scoring.





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DEAL VALUE
INR 2,48,500

Active Exploration

Actions

PIPELINE: PROPOSAL SENT

65% Progress



Today's Agenda

3 Overdue

- Call Robert Chen
Technical Qualification
DUE 2H AGO
- Review Contract v4
Enterprise Logistics
2:30 PM
- Team Sync
Pipeline Review
4:00 PM

View All Tasks

HISTORY

View All 24

- Proposal Email Sent** 2h ago
Sent comprehensive package pricing and implementation roadmap.
- Discovery Call** Yesterday
Discussed pain points regarding current legacy CRM. Scalability is #1 priority.
- Lead Scored High** Oct 24
Engagement score surpassed 85 threshold.

Solution

We designed a high-performance CRM system within just 2 screens, enabling teams to manage the entire sales lifecycle seamlessly.

- Screen 1: Unified Sales Dashboard
- Screen 2: Lead Intelligence & Automation View

This approach ensured maximum functionality with minimum complexity, improving usability and adoption.

Objective

To build a powerful CRM solution that could:

- Centralize all lead activities
- Improve follow-up efficiency
- Provide real-time sales visibility
- Reduce dependency on multiple tools

HUB'S BUDDY INTELLIGENCE

PREMIUM

LEAD PROBABILITY

92% ULTRA-HIGH

Lead exhibits **strong conversion signals**. Stakeholder engagement is up 40%. Recommend immediate closing sequence.

SUGGESTED ACTION

INITIATE DEMO FLOW

Expected conversion impact: +18%

Automate Mails

Automate your Mails, Prioritize the one's that seem to be on the verge of conversion. Helps Sales Reps to manage their time efficiently. Follow-up on the leads that matter the most.

Results

- 35–50% increase in lead conversion rates
- 40% reduction in manual follow-ups
- 100% visibility across the sales pipeline
- Faster and more predictable deal closures

Conclusion

By combining AI, automation, and intuitive design, this CRM transformed a complex sales process into a streamlined, high conversion system all within just 2 powerful screens, making it highly scalable and easy to adopt.


THE
HUB
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IT SERVICES



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Driven by AI

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