



PROPERTY | MALAYSIA

How SP Setia scaled pipeline by RM5M with 0 added headcount

Deployed across all customer touchpoints with one shared memory, Origa's AI concierge revived cold pipeline and managed live inquiries, scaling team success in just 3 months of POC.



2,950

LEADS WORKED, NO EXTRA HIRES

828%

ROI ON RE-ENGAGEMENT

1,064

HOURS RETURNED TO THE TEAM

01 The Company

S P Setia is among Malaysia's largest-listed property developers, pioneering residential and commercial developments in the region.

Across multiple properties, managing large lead volumes and qualifying these leads was becoming cumbersome, resulting in a leaky pipeline.

ENGAGEMENT SNAPSHOT

CLIENT	SP Setia Berhad
INDUSTRY	Property development
MARKET	Malaysia
SCOPE	1 business unit
USE CASE	Lead qualification & win-back
CAMPAIGNS	Re-engagement · Live leads

Their Goals

01

Book more property viewings, faster, from live buyer interest.

02

Prepare every buyer conversation at scale without adding headcount.

03

Revive a large database of dormant buyers who might still be ready to buy.

The alternative? A large calling team, that would be slow to build and expensive to run.

02

The Solution

S P Setia partnered with Origa to run two AI-powered campaigns against two major units.

100% CAMPAIGN VISIBILITY

LEAD INSIGHTS

Re-engagement

Win back dormant leads sitting cold in the CRM.

Live inquiries

Qualify inbound the moment it arrives.

50+
turn context

150+
languages

18%
qualification
rate lift

100%
compliance

www.origa.io

The Process

With an AI concierge, Setia ensured no leads were lost and each one received premium buying experience.

TUE | 11:02 AM

Inquiry comes in

A lead enters.

cavalliestates.com

NEW INQUIRY

Richard Stone

4-bed villa · Cavalli Estates

Request a callback

TUE | 11:04 AM

Origa calls them.

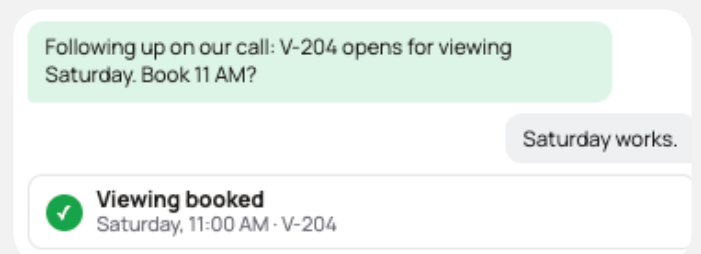
Talks like your best advisor.



WED-FRI

Advises & nurtures

Picks up context anywhere.



SAT | 10:45 AM

Salesperson briefed

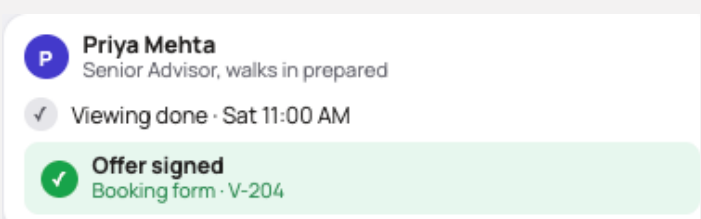
Complete context before meeting



SAT | 11:00 AM

The human closes

Your team leads, with Origa behind them.

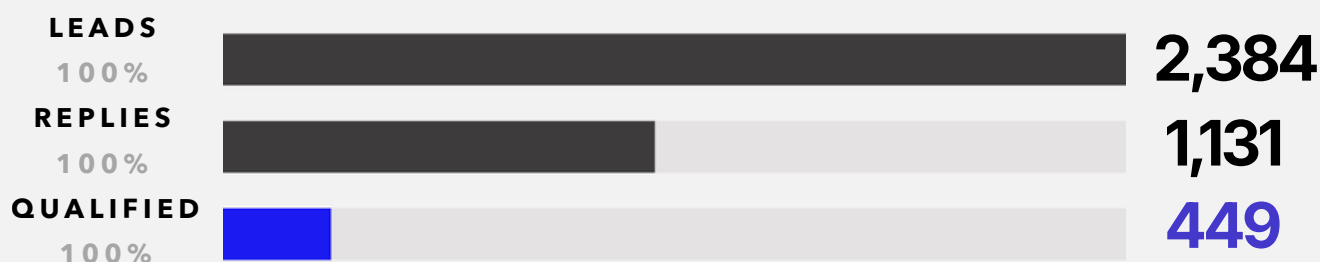


03 Outcomes

Both campaigns delivered impact starting day one, ensuring each conversation was one step closer to conversion.

Campaign 01 / Re-engagement

DORMANT LEADS • 2026-01-01 → 2025-03-31 • 1 BUSINESS UNIT



14

GALLERY VISITS

24

VIRTUAL TOURS

11

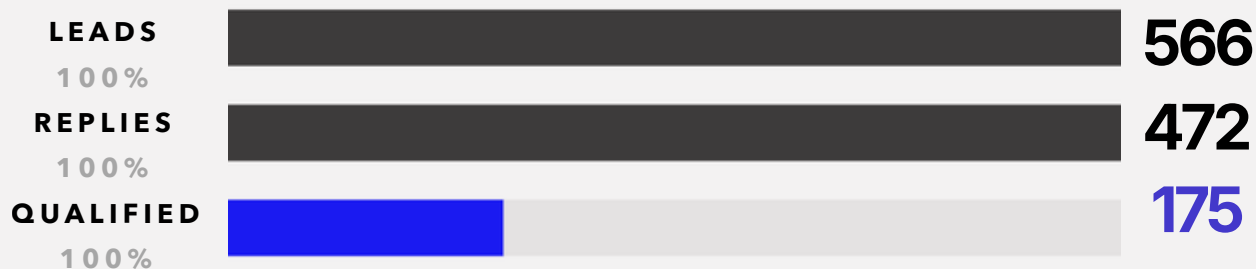
FUTURE INTEREST

380

DISQUALIFIED

Campaign 02 / Live campaigns

INBOUND • 2026-01-01 → 2025-03-31 • 1 BUSINESS UNIT



29

GALLERY VISITS

8

VIRTUAL TOURS

11

IN DISCUSSION

9

FUTURE INTEREST

119

DISQUALIFIED

44%

staff time saved

14

purchases closed

2,950

leads worked

828%

ROI

Give every customer a premium buying experience.

Origa is the AI concierge for high-ticket sales for conversations calls that speak, qualify, book and win back every lead the moment it arrives.

Book a demo

www.origa.io

Dubai

One Central, Trade Centre

United States

3101 Park Blvd, Palo Alto, CA

India

Prestige Cube, Koramangala, Bengaluru