



CriticalRiver helps a large real estate company with bug-fixing, reporting and lead & opportunity tracking and enhancements

The Customer

Customer is the in real estate business in Middle East providing land leading for commercial establishment and accommodation for residential and businesses

Business Challenge

- Key challenges in tracking the Lead and Opportunity life cycle.
- Updating the existing Lead and Opportunity data.
- Tracking call events of leasing users.
- Eliminate escalation of notifications during weekends.

Solution Delivered

- Implemented Salesforce new feature - change data capture and platform events.
- Executed custom scripts for mass update of existing data.
- Implemented dashboards for tracking call events for user friendly navigation.
- Provided simplified solution to exclude the escalation notification during weekends
- Bug fixing, reporting on the existing lead and opportunity management solution
- Offering continuous design and development and enhancement to the lead and opportunity tracking solution

Impact Created

- Implementation of new Salesforce feature on data capture enabled 360-degree view of customers
- Improved customers digital experience with the elimination of notifications during weekends
- 51% increase in tracking and lead generation with the enhancements to the solution
- Fixing bugs on time empowered faster time-to-market
- Enabled employees to improve, enhance customer experience

Solution Component

Salesforce Sales Cloud