

Explore how CriticalRiver enabled a top real estate player in the Middle East to implement key Salesforce features to reshape customer engagement, improve loyalty, and accelerate marketing outcomes.

IMPACT DELIVERED

- 51% increase in lead generation**
- 50% increase in conversion rates**
- 360-degree view of the customer**



THE CHALLENGE

With a significant expansion in the real estate space in the Middle East, the customer was registering accelerated growth but faced challenges in effectively managing leads and opportunity life cycles. This impacted their marketing strategy and eventually their profitability as they lost out on potential consumers. The existing customer outreach system could not match the company's rapid growth. Tracking events with leasing users consumed significant time and effort, and due to the enormous workload in inefficient practices, several potential customer calls were skipped. Additionally, intrusive notifications to customers throughout the weekend led to discontentment, and there was an urgent need to halt such notifications.

THE CRITICALRIVER SOLUTION

The client partnered with CriticalRiver to track leads and prospects, improve customer loyalty, and develop their marketing for better business by incorporating new capabilities into their Salesforce CRM. Our salesforce experts worked diligently with the client to understand their issue and recommend an optimal solution. We successfully implemented and updated the Salesforce platform with no disruption to the business. Change data capturing and platform events strengthened lead and opportunity life cycle monitoring for the company to assess the potential customer better and plan their marketing strategy accordingly. The solution also includes:

- Using bespoke scripts to update existing data in bulk. As a result, it will benefit the organization in the long run by allowing for ongoing data updates
- User-friendly navigation was achieved by implementing the dashboard and simplifying the process. This enabled a systematic process to track call events, optimize effort, and minimize errors
- Bug fixes and eliminating weekend notifications enhanced their customer experience and increased loyalty.
- Providing continual lead and opportunity tracking solution design, development, and refinement and readily available support services for a hassle-free experience



THE RESULTS

The Salesforce upgrade and availability of essential features ensured seamless operations for the client and heightened customer delight. The company's new lead and opportunity tracking system provided maximum adequacy and a high conversion rate through effective marketing outreach programs for those leads.

- Tracking and lead generation increased by 51% as a result of the upgrade
- 360-degree customer view drove cost-effective, impactful campaigns
- Customer conversion rate increased by 50%
- Productivity increased by 2X by eliminating bugs and tracking call event
- Significant increase in client loyalty, retention, and experience

IN THE CUSTOMER'S WORDS

"Being included in every step of the process and absolute transparency increased our trust in the CriticalRiver team and the process. In addition, delivering the project on time and in-budget and providing additional support ensured that we maintained our leading edge in the market."

Want to know how our Salesforce experts can assist you on your digital transformation journey?

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