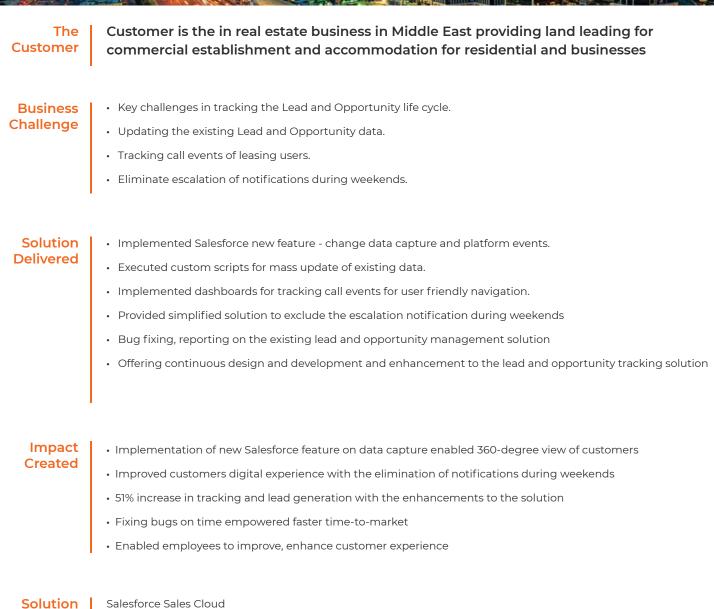# CriticalRiver Helps Top Real Estate Firm Implement Salesforce Features for a 360-Degree Customer View and Increased Opportunity Tracking

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