# CriticalRiver Drives Customer Loyalty and Revenue Growth for Luxury Real Estate and Hospitality Company

## The Customer

The client is a privately owned company that specializes in blending best-in-class real estate with five-star hospitality, offering luxury destinations, town centers, residences, offices, street-front retail, and a world-class resort. The client was facing several challenges in ensuring customer loyalty and outreach, streamlining event management, and optimizing constituent outreach and fundraising efforts.

## The Challenge

The customer presented CriticalRiver with several challenges that required resolution. The primary challenge was to drive increased brick-and-mortar retail activity amidst declining foot traffic in malls across the US. CriticalRiver identified the following gaps in the client's capabilities:

**Targeting Prospects:** The customer was unable to collect and segment preferences, resulting in an inability to effectively target prospects with services and products tailored to their interests. Data silos and disconnected applications further hindered their targeting efforts.

**Underutilization of Salesforce:** The customer had poorly implemented campaigns, journeys, and email templates in their Salesforce platform. Additionally, they lacked expertise in leveraging Salesforce's Marketing Cloud effectively.

**Inconsistent Content:** They also faced challenges in managing campaign governance and customer experience due to inconsistent and conflicting content. They also struggled with maintaining consistent branding in marketing materials and coordinating loyalty marketing with other enterprise activities. Database cleaning and maintenance were additional limitations.

**Cross-Sell and Upsell Revenue:** Data synchronization issues between the Customer Data Platform, Service Cloud, Marketing Cloud, and the mobile loyalty application hindered the client's ability to generate cross-sell and upsell revenue.

**Effective Measurement of Charitable Contributions:** The client lacked a formal platform to measure and target the most effective charities for their fundraising efforts.

## The Results

The implemented solution yielded significant results for the client. Overcoming growth challenges, the client has experienced smooth scaling with increased retail and loyalty traffic, surpassing their local competitor. Notable outcomes include a 7% improvement in customer retention through enhanced retail and loyalty management.

The ability to target valuable contacts with premium services and marketing events has led to increased revenue. Targeting prospects and contacts with personalized content has reduced marketing costs and resulted in a 26% increase in cross-sell and upsell revenue. Additionally, the client now has improved visibility into the effectiveness of charitable donations, allowing for more strategic philanthropic efforts.

## Impact

- 7% improved customer retention
- 26% increased cross-sell and up-sell revenue
- Improved personalization with unified data

## Solution Components

Salesforce Service Cloud and Salesforce Marketing Cloud

## The Solution

CriticalRiver swiftly established itself as a trusted partner, not only for Salesforce, but also for integrations, mobile solutions, and overall long-term enterprise strategy in loyalty and contact management. They replaced another system integrator at the real-estate firm, taking charge of Salesforce and non-Salesforce application development.

CriticalRiver provided a comprehensive solution to address the client's requirements covering the following aspects:

- Developed a complete loyalty solution
- Segregated data into segments based on preferences using Marketing Cloud Automation
- Established the connection between Salesforce Service Cloud and Marketing Cloud
- Reviewed and repaired existing email templates and journeys, and created new ones
- Implemented Marketing Cloud Approval Processes for multiple approval teams
- Built custom profile and unsubscribe centers for targeted communications
- Enabled subscription management and provided training on MobilePush functionality
- Advised best practices for customer-welcoming flows
- Utilized Marketing Cloud Journey Builder for personalized onboarding journeys
- Resolved space issues and improved data quality in Marketing Cloud
- Integrated CDP, Service Cloud, and Marketing Cloud for seamless data flow
- Enabled customer preference updates and targeted email campaigns
- Tracked customer interest and attendance at special events