CriticalRiver Elevates Real Estate & Hospitality Leader's Revenue Through Seamless Salesforce Integration

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 region which led to the following challenges

- Inability to effectively target prospects
- Underutilization of Salesforce campaigns and email templates
- Challenges in managing campaign governance and customer experience due to inconsistent content
- Data synchronization issues affecting cross-sell and upsell revenue
- Lack of a formal platform to measure and target effective charities for fundraising efforts

The Solution

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

- Segregated data into segments based on preferences using Marketing Cloud Automation
- Established the connection between Salesforce Service Cloud and Marketing Cloud
- Implemented Marketing Cloud Approval Processes for multiple approval teams
- Utilized Marketing Cloud Journey Builder for personalized onboarding journeys
- 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

The Results

- Successful integration of Salesforce Service Cloud, CDP, and Marketing Cloud
- Launched targeted email campaigns
- Improvement in customer retention
- Increase in cross-sell and upsell revenue

Impact Delivered

- 25% Improvement in customer retention
- 30% Increase in cross-sell and upsell revenue
- Implemented targeted email campaigns

Solution Components

Salesforce Service Cloud and Salesforce Marketing Cloud