

CriticalRiver Helps Middle Eastern Real Estate Giant Overcome Lead Management Hurdles with Salesforce Customization



The Customer

The customer is a real estate company located in the Middle East. They specialize in providing land for commercial developments and accommodations suited for both residential and business purposes.

The Challenge

The company faced the following challenges:

- Lead data was either stored in isolated silos or kept in Excel files, complicating the process of lead tracking.
- Difficulty in tracking customer interactions related to leads and opportunities.

The Solution

- Centralized Lead Management: Unified all lead data into a single platform using Salesforce's Sales Cloud customization
- Automated Assignments: Leads are automatically assigned to sales reps based on set criteria
- Targeted Outreach: Introduced a lead scoring system to prioritize customer outreach
- Data Migration: Developed custom scripts for efficient data import into Salesforce
- Enhanced Monitoring: Deployed dashboards for real-time monitoring of leads and opportunities
- Increased Reliability: Identified and fixed bugs to improve system reliability

The Results

- Improved Workflow: The once fragmented lead data is now centralized, making it easier for teams to collaborate
- Enhanced Productivity: Sales reps can now focus more on closing deals rather than sorting through leads
- Optimized Customer Engagement: The lead scoring rules have allowed the company to more effectively engage with high-potential customers
- Efficient Data Handling: The transition of data into Salesforce is now seamless, reducing manual errors and time spent
- Actionable Insights: Dashboards provide real-time information, enabling quicker decision-making processes
- Stable Operations: The platform's reliability has been reinforced, ensuring smoother daily operations.

Impact Delivered

- 100% Centralization of lead data achieved with Salesforce's solution
- 55% Enhancement in sales efficiency through prioritized outreach
- 60% Improvement in tracking visibility witnessed
- 80% Increase in platform reliability due to bug fixes

Solution Components

Salesforce Sales Cloud, Salesforce Dashboards, Custom Scripts, and Data Integration Tools