

Reinventing Lead-to-Lease Velocity for a Middle East Real Estate Leader



The Customer

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

Solution Components

- Salesforce Sales Cloud

The Challenge

The company was facing challenges in tracking the lead and opportunity life cycle, updating the existing lead and opportunity data. Furthermore, tracking call events of leasing users was also a concern. To improve efficiency, it is important to eliminate escalation of notifications during weekends.

The Solution

CriticalRiver executed innovative solutions to overcome the challenges faced by the real-estate company. The solutions include:

- Implemented Salesforce new features: Change Data Capture and Platform Events
- Executed custom scripts for mass data update
- Created dashboards for tracking call events with user-friendly navigation
- Provided weekend exclusion solution for escalation notifications
- Fixed bugs and reported on lead and opportunity management solution
- Continuously enhanced lead and opportunity tracking solution through design and development

The Results

CriticalRiver's innovative approach delivered remarkable results for the customer, including:

- 360-degree view of customers through new Salesforce feature implementation
- Enhanced digital experience for customers by eliminating weekend notifications
- Improved tracking and lead generation with 51% increase in efficiency
- Faster time-to-market through timely bug fixing
- Empowered employees to enhance customer experience.