

Transforming Luxury Real-Estate Operations with Unified Salesforce & CDP Automation



The Customer

A privately owned company renowned for developing and managing luxury destinations, including town centers, residences, offices, street-front retail, and a world-class resort. The company is known for blending best-in-class real estate with five-star hospitality, creating a portfolio of exclusive properties.

Impact Delivered

- 40% Increase in Marketing Reach
- 30% Boost in Sales Efficiency
- 90% Improvement in Data Quality

The Challenge

The client was struggling with several operational inefficiencies:

- Inefficient CPQ System: The slow Configure, Price, Quote (CPQ) process delayed sales cycles, impacting revenue generation.
- Duplicate Case Creation: The customer support department faced challenges with duplicate case creation, leading to confusion, extra workload, and decreased service quality.

Solution Components

- Salesforce Sales Cloud
- Salesforce Service Cloud
- Salesforce Marketing Cloud
- Customer Data Platform (CDP) – Cheetah

The Solution

Before partnering with CriticalRiver, the company faced multiple operational challenges:

- System Configuration Gaps: Outdated configurations led to poor system performance, negatively impacting customer experience and business operations.
- Weak Data Governance: Inaccurate and unreliable data limited decision-making capabilities across the organization.
- Limited Automation: Manual processes for marketing outreach, notifications, and event management created inefficiencies and bottlenecks..

The Results

With CriticalRiver's tailored Salesforce solution, the luxury real estate and hospitality company successfully enhanced its operational efficiency and improved customer engagement. The integrated platform positioned the company to achieve continued growth while delivering exceptional customer experiences and driving long-term business success.