Hong Kong Housing Society

Challenge
- Fragmented system and data are only recorded in Excel
- Lack of visibility of the Joyous Living Project and Unable to manage campaign or event effectively by members log
- Do not have systematic way to manage hotline calls

Project Objective
- To Centralize corporate sales data and monitor on campaign's performance
- To Control and Monitor daily operation better
- To Understand the operation for better decision making

Products
Sales Cloud

Countries Covered
Hong Kong

Business Benefits
- Centralized membership profile and tracking campaign's performance in real time
- Monitor all aspects of the operation from membership recruitment to event management
- Instant access Salesforce CRM via Mobile, anytime, anywhere
- Real time reports & dashboards enable them to understand the operation and marketing activities better