



ULS Technology

A Long-Awaited, Improved Digital Experience for Moving Home



Company Overview

ULS is on a mission to completely transform the home moving experience. Since 2003, ULS technology has delivered solutions that offer customers greater choice, save them money and deliver great value. They do this via several solutions, including its Digital Move platform.

What's Digital Move? Say hello to the digital conveyancing platform for home movers, conveyancers, mortgage brokers and estate agents. Our mission is to make home moving and ownership a better experience for everyone. As part of this programme, ULS decided to migrate Digital Move to Salesforce Experience Cloud. They enlisted the help of EMPAUA and The Architech Club to help them complete the transformation. EMPAUA focused on the technology, while TAC focused on embedding it.



Company Profile



LOCATION	Oxfordshire, UK
EMPLOYEES	200
INDUSTRY	High Tech
SOLUTIONS	Sales, Service, Experience Cloud
PROJECT DATE	May 2021

Challenge

- Embarking on a significant technological change, introducing Salesforce & bringing change to front and back-office technology
- An array of technology platforms - some of which have duplicated features
- Little understanding of the role Salesforce will play in ULS' digital landscape.
- No single source of truth for customer data
- Concern over ability to execute
- Lack of understanding of the interoperability of Salesforce within the existing technology landscape
- Engaging an implementation partner to set up the systems without an eye on the bigger picture & supporting architecture

Solution

An Orientation project, to gather information and convey recommendations regarding

- Platform feature use
- Security of data in transit and at rest
- User permissions and data privacy
- Mastering customer data
- Integration strategy
- Integration architecture (Sage, Genesys, Credas, EZProtect)
- Document generation and storage strategy
- Data fixes
- Conveyancer portals
- Integrated design standards
- Revisions to the proposed data model

Results

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