



## MJ DEVELOPERS

MJ Developers is a strategic real estate development organisation specialising in integrated smart city developments. The organisation primarily focuses on the investment and development of premium quality smart cities in emerging markets with a special focus on Uzbekistan.

They trusted Nubessom as their implementation Partner to realise the deployment of Salesforce CRM with the most advanced sales, marketing and customer support features available on the market.

### PROJECT OVERVIEW

Implement Salesforce Sales Cloud solution to achieve sales process automation and stock management for both residential and commercial properties.

Track customer interactions on all stages of the process from lead generation to contract signature and payment collection, improve sales results and increase cross sell opportunities.

Improve customer support and sales agent productivity.

### SOLUTION

- One-click Sales Offer and Booking documents creation to increase sales reps productivity.
- Web-to-Lead functionality to capture new leads through webportal.
- Lead to Sales Deal conversion process based on defined criteria and logic with conversion ratio tracking.
- Custom property pricing logic based on project and property characteristics.
- Sales deals with booking and pre-defined discount mechanisms configured to achieve maximum level of process automation.
- Booking approvals and notifications to ensure supervisal control.
- Property booking and stock availability tracking based on sales deals stages.
- Historical sales deal data cleanup and upload for analytics integrity.
- Granular access rights setup to ensure secure data and process management on different company hierarchy levels.

### FEATURES



Leads and Sales processes automation



Product database setup with live stock updates



Property price and discount calculation methodology setup



Sales deals reporting and analytics overview

### INTEGRATIONS



The International Air Transport Association (IATA) is a trade association of the world's airlines. Consisting of 290 airlines, primarily major carriers, representing 117 countries, the IATA's member airlines account for carrying approximately 82% of total available seat miles air traffic.

### PROJECT OVERVIEW

The creation of a self-service customer fulfillment portal with improved user experience which decreases the likelihood of errors and increases data quality using Salesforce Community Cloud.

### SOLUTION

Creation and maintaining complex data structure with a multitude of rules that insures data quality and integrity.

Creation of an ergonomic user interface that guides customers through all the steps of data entry and customer case creation.

### FEATURES



Database overview



Fast Editor Tools

### INTEGRATIONS

