

SUCCESSFUL IMPLEMENTATION OF CUSTOMER JOURNEY

One of the main profit drivers on leasing for the customer from the marketing sector was reducing "Time to Turn a unit"



BUSINESS CHALLENGE:

For our customer, one of the main profit drivers on leasing was reducing "Time to Turn". They wanted our help to reduce the overall time to turn a unit.

SOLUTION:

- Marketing Cloud / ExactTarget implementation of customer journeys, Email Studio, Social Studio, and more
- Integration to Salesforce via Marketing Cloud to Salesforce Connector
- Integration to Yardi and other core backend systems via MuleSoft

RESULT:

"Time to Turn" has been reduced drastically, from 8 weeks to 2 weeks, which resulted in an increase in revenue by 11%

Trusted Technology Partner

www.areya.tech



About us

Our mission is to be your Trusted Real Estate Technology Partner. We are excited to simplify the technology for you and we are obsessively passionate about it.

We are a Salesforce Partner offering consulting projects & Manage services with our niche in the US Residential real estate domain.

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