

Overview



■ Company



■ Industry

Real Estate

■ Sector

Offices

■ **Salesforce
Solution
Implemented**

- Sales Cloud
- Pardot
- Experience Cloud

About the company

Office Freedom are one of the leading office search firms in the UK and beyond. They are a B2B company that helps businesses find the perfect office space. With their extensive website that houses all offices spaces in major cities, combined with a sales team that knows the market inside out, they can facilitate the whole process from searching to closing.

Customer Challenges

Legacy CRM was not cloud-based

Office Freedom had been using an in-house CRM system for over a decade. This served as their CRM, property management system, as well as to manage sales cycles. Legacy CRM was not cloud-based; therefore, users had limited access to their deal data, if not physically, at the office. ROI Analysis had to be completed in excel to measure the success of the team and overall sales.

Multiple sources of information

The challenge above resulted in multiple sources of information having to be manually consolidated to produce reports. Overall heavy admin oversight. CRM legacy system did not have a Marketing platform, making it challenging to keep up with today's digital marketing best practices. Outdated technology supporting the business process did not align with the forward-thinking progressive client experience the client wanted to implement. Ex. Revised email templates, automatic SMS reminders and digital schedules.

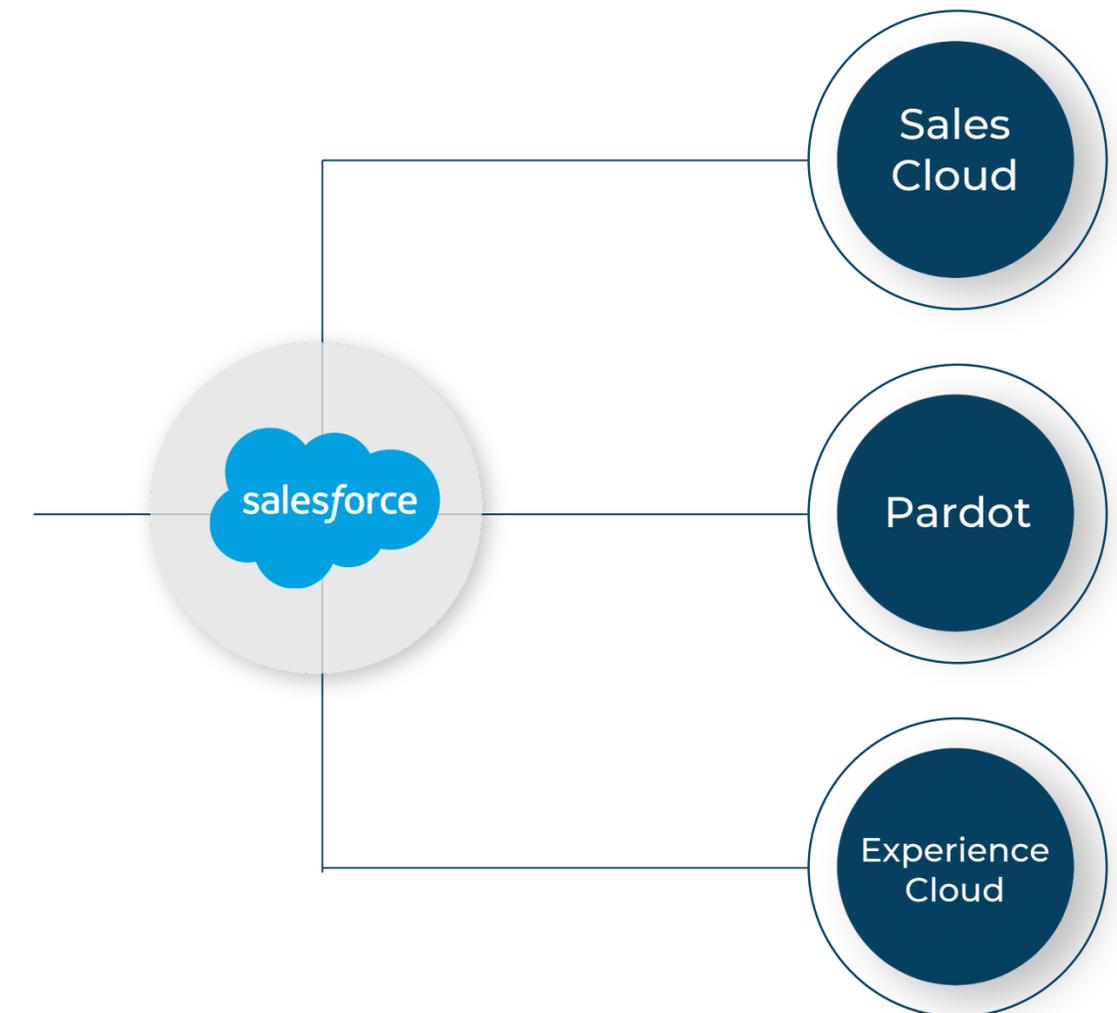
Legacy CRM did not integrate with their customer portal

Legacy CRM did not integrate with their customer portal and did not allow for easy collaboration between Office Freedom and business centres providers. Updates to the legacy CRM system needed to be done by an IT specialist as the system was not easy to maintain declaratively. The legacy CRM was outdated and has not had any major reforms since the original release.

Solutions

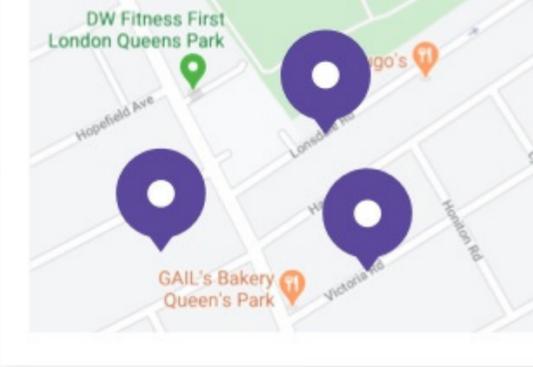
EMPAUA implemented a number of custom solutions in order to improve the client's experience with Salesforce.

- First, Salesforce Sales Cloud and a custom structure to accommodate the Office Freedom model by extending the native functionality to align with Office Freedom business model.
- This allowed the Sales team to capture information in regards to Business Centre data, introductions and referrals to partners etc. Second, Salesforce Pardot to track and monitor leads coming from the Website.
- Integration with AWS and Salesforce to store images for Business Centres and synch with the website. This improved performance on the website uptime. LWC to allow an internal search of the office catalog and when presenting clients with search options.
- Then, Integration with Site.com to produce a custom report that is shared with the client for review.
- Twilio notifications to clients for upcoming viewing reminders.
- Moreover, an integration to Xero for a seamless invoicing experience.
- Lastly, an implementation of two Communities that allows Centre managers to manage their Centres and Agents to generate leads.



Results

- Office Freedom has embraced the new Salesforce instance and is very happy with the implementation.
- The project was successfully delivered remote during a global pandemic. EMPAUA developed a custom-made application that focused on automation. Revolutionized the client's tech stack, allowing for a seamless experience from lead to deal close.
- Office Freedom continues to work with EMPAUA on building out the platform further.



- ✓ **Devonshire Square:** £534/pppm
- ✓ **Holland House:** £574/pppm
- ✗ **Regent's Place:** Full

The project was successfully delivered remote during a global pandemic.



Jon Posener

COO



We had attempted to move to Salesforce on two previous occasions with two other Salesforce partners. These projects were both unsuccessful and costly.

With EMPAUA, they ensured they fully understood our requirements and we were ultimately extremely happy with both the communication throughout as well as what was delivered.

After using a bespoke CRM for over 15 years, this was a huge step for our company. The team have now embraced Salesforce.

We will continue to work with EMPAUA in the future in order to further advance our Salesforce product.





EMPAUA



Office
Freedom



Team Size: 14



Location: Soho, London



Requirements: Meeting Rooms,