

Case Study

Real Estate Company in India developing projects for Residential, Commercial & Retail sectors

Salesforce supports the customer in effectively managing leads from various channels, engage with customers better and have an updated view to property inventories

Challenge

Basic sales process available in the Real Estate ERP solution did not provide required CRM functions and flexibility to scale to current demands

Leads from social channels and tele-marketing application were integrated manually through MS Excel uploads

Sales Team needed to track campaigns and campaign ROI to measure channel effectiveness

Current solution lacked Social Media integration features

Need to source and track leads from Corporate websites and Channel Partners

Limited capabilities to customize the current solution

Solution

Salesforce Sales Cloud solution deployed to manage the complete sales cycle from Lead generation to Opportunity

Property management functions configured to maintain property inventory and availability

Implemented integrations with Corporate Website / Property landing pages to source leads and record channel partner leads

Integrated Salesforce with Facebook, Instagram and Google Ads to record leads from social media sites

Integrated with CTI application Knowlarity to record leads from tele-marketing team

Leveraged standard Marketing Campaigns module to record campaigns data and track ROI

Application / Tools



Benefits

Effective Lead Sourcing and Assignment

Accurate tracking of Channel partner leads using OTP

Updated visibility to property availability with automated process to update availability status

Able to leverage social presence and marketing efficiently