



UtilExchange Field History Tracking



A DreamHouse Case Study

In the fast-paced world of real estate, where customer data is constantly changing hands and properties are bought and sold in the blink of an eye, keeping track of critical information is vital. DreamHouse is a visionary realty company leveraging the power of Salesforce and taking Field History Tracking to new heights with UtilExchange.

Business Challenge

DreamHouse, like many real estate enterprises, faced the challenge of managing a vast array of customer information within Salesforce. With hundreds of properties, clients, and a team of dynamic brokers, keeping tabs on changes to crucial data became daunting. The limitations of Salesforce's native Field History Tracking, restricted to monitoring only 25 fields per object, were a roadblock to achieving a comprehensive overview.

UtilExchange into Scene

DreamHouse found the perfect ally in UtilExchange, a revolutionary product transcending Salesforce's limitations. UtilExchange not only removed the 20-field restriction but also allowed to track an unlimited number of fields per object. This meant a granular level of insight into every modification made to customer records, property details, and agent interactions.

A high-value property listing suddenly experienced a series of price changes. The DreamHouse team, armed with UtilExchange, could trace back every alteration with ease. They discovered that an automated process, triggered by the changing market conditions, was dynamically adjusting the property prices.

UtilExchange not only revealed the automated updates but also showcased the evolution of customer preferences. The detailed field history logs provided visibility into when the changes occurred, who initiated them, and the precise values before each modification. This insight empowered the DreamHouse team to align their marketing strategies with the ever-evolving market trends.

Conclusion

UtilExchange transformed DreamHouse's Salesforce experience, providing a dynamic and limitless Field History Tracking solution. In the fast-paced world of real estate, where every detail matters, UtilExchange emerged as the game-changer, ensuring that the DreamHouse team had the insights they needed to stay ahead of the competition and provide unparalleled service to their clients. The limitations of native Field History Tracking were overcome, opening up a new era of data management and decision-making for DreamHouse.



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