



# Case Study: Fair Deals Home Buyer

ATTOM DATA INTEGRATION WITH SALESFORCE



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## Project Overview

Fair Deals Home Buyer embarked on a transformative project to integrate Attom Data Solutions with Salesforce. The primary objective was to automate CRM record updates with the latest property data, thereby equipping sales and service teams with enhanced insights for more personalized client interactions. This initiative aimed to significantly improve customer satisfaction and retention.

## Challenges

The integration of Attom Data Solutions with Salesforce presented several challenges:

- **Seamless Data Integration:** Establishing a streamlined process to automatically update and enrich CRM records with up-to-date property information.
- **Timely Insights:** Ensuring sales and customer service teams have access to detailed and timely property data to make informed decisions.
- **Personalized Interactions:** Enabling more personalized customer interactions through enriched property insights.
- **Proactive Service Delivery:** Facilitating proactive service delivery to enhance overall customer satisfaction and retention.

## Solutions Implemented:

To address these challenges, a comprehensive integration strategy was devised and executed:

- **API Integration:** Utilized Attom Data APIs to fetch comprehensive real estate data, including property details and market trends.
- **Secure Authentication:** Established secure authentication methods for API access, ensuring data privacy and integrity.
- **Data Mapping:** Meticulously mapped Attom's data fields to corresponding Salesforce object attributes, ensuring accurate data representation.



- **Error Handling:** Implemented robust error-handling mechanisms to maintain data integrity and handle any data discrepancies or API failures.
- **Sandbox Testing:** Conducted thorough testing in a sandbox environment to validate the accuracy and reliability of the integration before deploying to production.
- **Ongoing Monitoring and Maintenance:** Established ongoing monitoring and maintenance protocols to ensure the integration remains effective and adaptable to evolving business requirements and API updates.

## Outcome

The successful integration of Attom Data Solutions with Salesforce has empowered Fair Deals Home Buyer's sales and customer service teams with detailed and timely property insights. This has led to:

- **Enhanced Decision-Making:** Teams can now make more informed decisions based on comprehensive property data.
- **Improved Customer Interactions:** Personalized client interactions have become more impactful and relevant.
- **Increased Customer Satisfaction:** Proactive service delivery has significantly boosted overall customer satisfaction and retention rates.

## Conclusion

The integration of Attom Data Solutions with Salesforce has been a pivotal step for Fair Deals Home Buyer, aligning with their vision of leveraging technology to enhance customer experiences. By automating CRM record updates with current property data, the organization has set a new benchmark for personalized client interactions and service excellence.