



## Automating and Simplifying operations for a Real Estate Company using Salesforce

### Challenge

- Difficulty in managing details of the properties and their current construction stage.
- No mechanism to nurture the leads generated.
- Lack of a system to maintain customer details and properties they are interested in or have purchased.
- Absence of single view for customers to manage their properties or request for a new property.
- No provision to manage property agencies details or to track the number of customers generated by the agencies.

### Our Solution

- Implemented Salesforce and customized it enable management of properties and their current construction stages.
- Built custom objects which allowed storing payment and installment details for customers.
- Built customer communities for property buyers, allowing them to log cases with the builder and generate contract/ agreement copies.
- Did custom development for Sales team to have single view of the customer with available property details.
- Created search functionality for Sales team to match the available properties with the customer requirements.

### Client Background

- A leading privately-held real estate developer.
- Known for its world-class commercial and residential properties.

## Business Benefits

- Increased Sales team productivity by providing single record of customer and available properties.
- Increased visibility for the Management team to monitor the Sales pipeline
- Increased communication with the customers by providing them community access
- Enhanced transparency between the property agencies and the company.

## About CloudChillies

Cloud Chillies' Salesforce Certified professionals have the knowledge and passion to solve problems - big and small - and deliver Salesforce projects successfully and affordably. Our team has 14+ years of experience in all facets of Salesforce, covering cloud advisory, Salesforce integration services and Force.com platform development. We assess your needs to provide maximum value through IT to greaten your impact and achieve your mission.



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