quadrafort

Real Estate

With a net asset value of 138.1 billion AED (37.6 billion USD)*, this company is one of the most admired and valuable real estate development firms globally. It has established expertise in real estate, retail and shopping malls, hospitality, and leisure, and it shapes new lifestyles through a commitment to design excellence, build quality, and timely delivery.

Value Creation Modules

Sales Cycle Management
Sales Team Operations, Business Development Forfeiture

Property Management
Bank mortgage and Property Transfer processes automated for end users to reduce and legal jargons and seller processes

Integrations
Oracle ERP integration with real time data sync.

Case Management
Automated Contact Centre to handle customer complaints and requests with token management reducing time and efforts thereby optimizing customer handling.

Customer Visits
Site visit for customer requests for any kind of Soft and technical services e.g., any electrical issues or cleaning

Intelligent Reporting
Intelligent Reporting and MIS enables services team to always be on top of any service requests and settlement
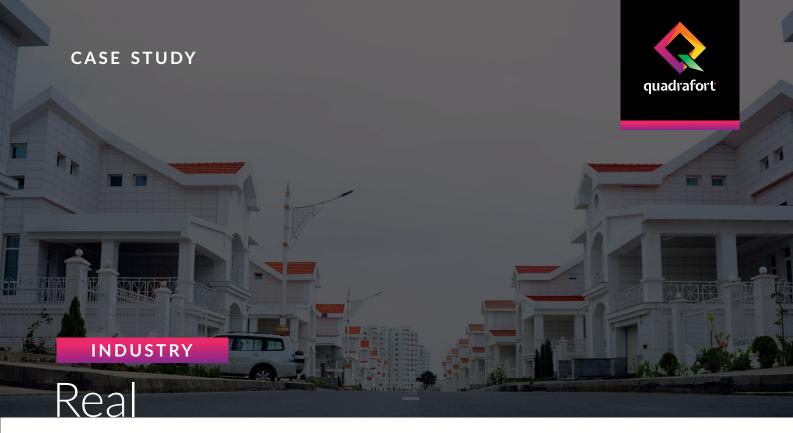
Personas

- Agencies
- Sales Team
- Business Development Team
- Service Team

Products & Technologies Used

salesforce **sales cloud**   salesforce service cloud   salesforce community cloud

INDUSTRY

Real Estate

CHALLENGES

- Entire Business process running from Oracle ERP with limited control and very high turn-around time for changes
- Less adoption with business users due to UI/UX challenges
- Less agility to changes and reduced customer support quality index
- Not able to cater Field agents requests and automated tracking and report generation process
- Not able to visualize Entire Customer 360-degree view

SOLUTION

- Migration of Entire Oracle ERP to Salesforce CRM barring financial processes and transactions
- Apart from Standard Sales and Service features Field Service and Community Cloud helps extend system features and user's ease of use
- Sales cloud will be used to incorporate Staff /Agency Commission, Business Development, Mortgage, Forfeiture etc.,
- FSL will enable field agents to visit Customers to resolve their complains (technical / functional) with automated site visit report and real time tracking
- Real time reports and dashboards

BENEFITS

- Streamlined single Customer 360-degree view from Customer Account, Properties, Payment Plans to any type of Customer Support
- Dynamic, mature & accurate knowledge base reducing Support Agents TAT
- All Customer related features and products easily accessible helping business users to easily manage customer portfolio
- Reduced manually efforts and increased system adoption by automating mundane and repeated tasks
- Increased day to day operational efficiency by bringing all customer data in single view