

## CriticalRiver Enhances Operational Efficiency of a Large Real Estate Firm in the Middle East

Discover how CriticalRiver has made a significant impact on a large real estate company improve performance and bring greater efficiency in key areas by providing comprehensive solutions for bug-fixing, reporting, and lead & opportunity tracking.



### OVERVIEW

The customer is a real estate company in the Middle East specializing in providing land for commercial developments and accommodations for both residential and business purposes.

### CHALLENGES

The company was facing challenges in tracking the lead and opportunity life cycle, updating the existing lead and opportunity data. Furthermore, tracking call events of leasing users was also a concern. To improve operational efficiency, it is important to eliminate escalation of notifications during weekends.

### THE CRITICALRIVER SOLUTION

CriticalRiver executed innovative solutions to overcome the challenges faced by the real-estate company. The solutions include:

- Implemented Salesforce new features: Change Data Capture and Platform Events
- Executed custom scripts for mass data update
- Created dashboards for tracking call events with user-friendly navigation
- Provided weekend exclusion solution for escalation notifications
- Fixed bugs and reported on lead and opportunity management solution
- Continuously enhanced lead and opportunity tracking solution through design and development

### SOLUTION COMPONENTS:

Salesforce Sales Cloud

### OUTCOME

CriticalRiver's innovative approach delivered remarkable results for the customer, including:

- 360-degree view of customers through new Salesforce feature implementation
- Enhanced digital experience for customers by eliminating weekend notifications
- Improved tracking and lead generation with 51% increase in efficiency
- Faster time-to-market through timely bug fixing
- Empowered employees to enhance customer experience
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Want to learn more about how our Salesforce experts can drive your digital transformation journey? Write to us at [contact@criticalriver.com](mailto:contact@criticalriver.com).