



salesforce

Implementation

for Leading Property Developer

The digital transformation improved sales efficiency and boosted marketing effectiveness leading to a 25% increase in productivity.



Project Overview

We helped the client migrate their central data source from Oracle database to Salesforce. This helped the client overcome challenges faced while working with their legacy system. The technology upgrade not only improved UI and functionalities for the sales agent website but also enabled hassle-free online meetings and easy incorporation of live sales data for better performance monitoring.

Client Profile

Our client is a leading luxury property developer in the Middle East. Their portfolio comprises residential, commercial, and leisure properties across the UAE, Saudi Arabia, Qatar, Jordan, Lebanon, and the UK.



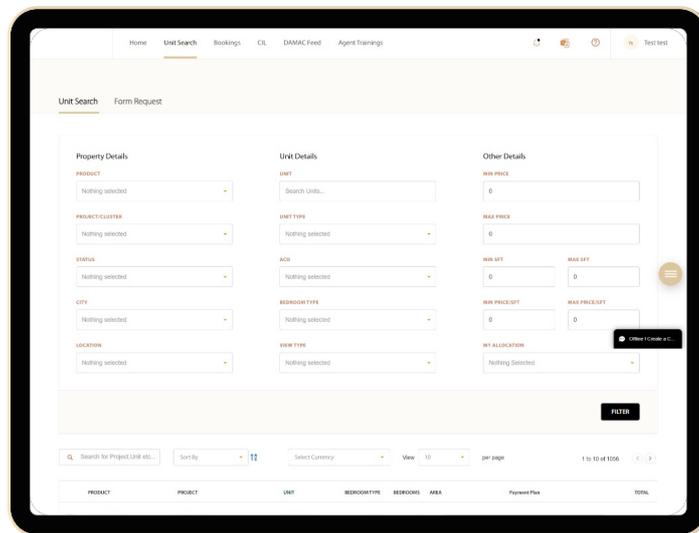
Technical Challenges

The client did not have a customer relationship management system in place and were using Microsoft Outlook and Microsoft Excel to manage their sales data. They needed a system that would provide better analytics and reporting capabilities.

- ◆ Integration between Salesforce Org and IPMS using REST APIs instead of SOAP APIs and changing the inventory setup from IPMS to Salesforce
- ◆ Changing daily/weekly sales review of agents from Excel to Salesforce — capturing live data from Salesforce.org

QBurst Solution

We customized the Apex classes for integration between Salesforce and IPMS System. Visualforce pages were developed in Salesforce to create online meetings and integrated with external systems using Microsoft Graph API and GoToMeeting API. Visualforce pages were leveraged to create and view daily/weekly sales reviews and activate configurations to fetch live data. We created new object setups, related configurations, and new Visualforce pages to generate and manage inventories, payment plans, and related functions from Salesforce.org.



Project Highlights

- ◆ Integrated Salesforce with Microsoft Teams
- ◆ Enabled custom pages for sales admins/managers to track performances and update reviews
- ◆ Enabled updates on the inventory booking processes for sales team/agents
- ◆ Exposed customer portal features via REST APIs to be consumed by the mobile app
- ◆ Set up timely updates on the status of service requests to customers through push notifications

Technologies Used

Apex

Visualforce

REST API

SOQL

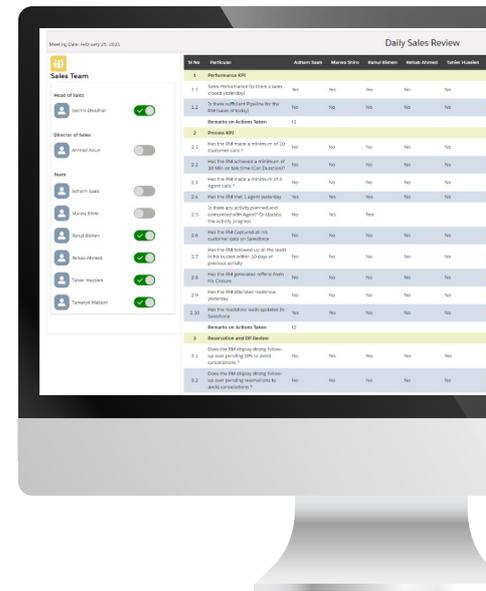
JavaScript

jQuery

CSS

Business Benefits

- ◆ 44% increase in lead volume
- ◆ 22% increase in lead conversion rate
- ◆ 25% increase in sales productivity
- ◆ 60% faster marketing campaign deployment
- ◆ Enhanced monitoring of sales performance



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