

Case study – Creating and deploying package in Salesforce

One of our latest clients, they are based in Dubai and have been delivering exquisite apartments, flats & villas in Dubai since 2002. They are also one of the best rated & sophisticated hotels in downtown Dubai and located very near to the Dubai mall. They offer villas, residential apartments, serviced apartments, furnished apartments, hotel apartments, hotel rooms, offices and retail for premium price.

EApps analyzed the client's needs and found that they needed better methods to attract new potential clients and needed to implement pull marketing strategy.

EApps with its sales team approached the client and proposed to implement Salesforce CRM into their work system and the client agreed. The client agreed for a 1-week demonstration free of charge and were later impressed by the works of EApps' salesforce staff that they contracted few of EApps' resources.

The initial steps were taken and the team of experienced Salesforce experts started to Dubai and started from scratch. They began by implementing Salesforce from buying licenses to implementation and integrated applications with Salesforce. Data migration was also done from an existing CRM to Salesforce CRM.

- The team from EApps was supporting technically and trained the non-technical staff based in Dubai to use the new CRM effectively. The team of excellent communicators could achieve this in a short period.
- Our self-motivated team finished the proposed task well before the deadline which saved extra cost for the client.
- During the training period of the client, EApps' team also handled customer support and practically demonstrated to the non-technical staff at the client's place on how to handle queries in Salesforce.
- The team also trained the staff at Dubai, on how to use email campaigning in Salesforce to attract potential new customers.
- Once all the proposed tasks were completed the Salesforce CRM was completely handed over to the client along with the documentation of all the process.

The client uses Salesforce CRM to this day and were able to generate 30% more business than they used to.

EApps still provides technical assistance remotely to the client with a new contract in term in order to bring down operational costs.