



CASE STUDY

Contact Centre Implementation for UAE's Leading Real Estate Developer



UAE's leading real estate group successful in delivering luxury residential, commercial and leisure properties across Dubai, other emirates of UAE, Qatar, Jordan and UK.

Business Problem

- Migrating existing CRM implementation from Siebel CRM to salesforce CRM was an issue due to legacy systems not being scalable & integration capable, leading to disparate business processes
- Lack of a modern, mobile enabled CRM decreased productivity and prevented the access of customer portfolio data on the go
- B2C and B2B portals were required to provide additional channels for contact center employees to service customers and partners
- Existing call-center service was not fully integrated with legacy CRM, preventing contact center staff from accessing / updating customer information during support calls



Gauri
Great Value. Delivered with Passion.



Business Solution

- End to end Salesforce Service Cloud implementation, enabling contact center executives to close service requests efficiently
- Modern, cloud-based, mobile enabled application automated & integrated multiple business processes, facilitating faster multi-channel support
- Salesforce Partner & Customer Communities enabled efficient B2C and B2B management
- CTI – Salesforce CRM integration to support inbound and semi-automated outbound calling for contact center employees
- Intelligent reporting to provide a supervisor dashboard with real time contact center metrics, allowing efficient workload management & track SLA adherence

The Eternus advantage

- Faster implementation time compared to industry average
- Highest rate of the Customer community adoption in the market
- Leading APAC-based implementation center for time-critical CTI integrations
- Proven track record of turning millions of workforces efficient

ETERNUS
SOLUTIONS



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About Us

Gauri is a UK-based consultancy helping our customers to compete and grow using digital initiatives.

Through long-standing partnerships with our clients, we have consistently delivered successful business outcomes for over 10 years.

Our niche focus and a motivated team has helped us to develop our depth of expertise:

- Transition to intelligent CRM on the Cloud
- Connected Cloud, hybrid (on-premise with Cloud)
- Cross-application integration
- Business Intelligence
- Supply chain solutions and integration with ERP

Each one of our customers sees us as a partner they can trust to deliver; someone who will stand by them through challenging situations.



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