Success story

Real Estate Company

Implementation and configuration of Salesforce personalized Sales Cloud

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The power to manage and automate processes in digital transformation

Automation of property management and publications

activa
INMOBILIARIA

Challenge Corporate

Grupo Activa's Corporate Challenge was to develop creative, sustainable real estate projects that stood out for improving the quality of life for clients and delivering an excellent service while constantly looking for new business opportunities and technological trends that allowed Grupo Activa to innovate in automation, management, and customer loyalty. To meet this challenge, integrated with Salesforce as well as external sales portals, Activa's property management system helped transform customer service by converting information into meaningful insights.

What SMX Services & Consulting Inc. Did

Developed and configured Sales Cloud to create, list and manage real estate properties and integrate the process with the Mercadolibre portal (the largest online real estate market in Latin America) and additional portals for the publication and management of properties and interactions with portal members from Sales Cloud. Additionally implemented a custom widget to manage images of properties and to easily handle them.

salesforce

Value in the Customer Experience

Cutting the time needed to manage properties by doing everything from a central system, eliminating errors in publicatiosn or keeping them out of date, and increasing productivity exponentially is a benefit of using a single portal for managing properties.

Information technologies are aligned with the business due to exponential growth

SMX
Services & Consulting, Inc.