

Get your Salesforce

Right First Time On-Time.



**HOW DATAMATICS TRANSFORMED
CUSTOMER EXPERIENCE FOR A US
REAL ESTATE FIRM**

DATAMATICS

The client is a global leader in real estate services with a legacy spanning over a century. Established in 1906, the company has expanded its presence through strategic acquisitions and organic growth, offering a comprehensive suite of real estate solutions. With operations across multiple regions, the client is recognized for its excellence in performance, commitment to sustainability, and adherence to the highest ethical standards. Catering to a diverse portfolio of clients, it continues to drive innovation, enhance customer experiences, and strengthen its global footprint in the real estate sector.

The Challenge: Operational Inefficiencies

A leading real estate services client found itself grappling with a complex and disjointed data ecosystem. As the client expanded, its property management systems became increasingly cumbersome, creating inefficiencies that hindered effective decision-making. With data scattered across multiple platforms, the firm struggled to gain a unified view of critical real estate operations, impacting customer engagement and business growth.

For the Chief Information Officer (CIO) managing an increasingly complex and fragmented data ecosystem had become a pressing challenge. At the core of the CIO's challenge was the lack of seamless data integration. Inconsistent object modelling and redundant data structures created major bottlenecks, turning even routine processes into time-consuming tasks.

As the competitive landscape evolved and customer expectations grew, the firm recognized the urgent need for a robust, technology-driven solution to enhance efficiency, data accuracy, and customer engagement.

The Solution: Data-Driven Transformation

Datamatics implemented Sales Cloud and Einstein Analytics, along with support for Marketing Cloud, to create a unified, data-driven approach to customer engagement and decision-making.

The User and Lead Interaction System, designed to seamlessly integrate external platforms and streamline lead capture—both within and beyond the Salesforce ecosystem. By centralizing lead data through a robust integration framework, the client eliminated redundancies and ensured a single source of truth for sales and marketing teams.

To further optimize user management, Datamatics introduced intuitive applications that simplified account activation and deactivation, empowering users to manage their accounts directly within the Salesforce environment. Additionally, various microservices and automation tools were deployed to enhance data accuracy, improve lead tracking, and drive smarter business decisions.

Impacts: Smarter Decision-Making, Enhanced Efficiency

Enabled Salesforce implementation "Right First Time. On-Time"

SalesRep performance increased by 20%

by developing automations at lead and opportunity level

Reduced the Mulesoft cost by developing the Integration framework

Improved opportunity closed won percentage

by enabling opportunity team member functionality

ABOUT **DATAMATICS**

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit www.datamatics.com

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