



A leading property management company leverages DemandBlue's On-Demand Services to build a Salesforce-based website with automated lead capture feature

Client is a leading full-service property management company specializing in premium residential and commercial properties in the Portland and Seattle metropolitan markets

Challenge

The client is using Salesforce to manage their customer data and they have a small in-house team to handle this. They were getting a lot of customer queries through e-mails and they had to enter the details manually in Salesforce. . Customer wanted to automate this mail-to-task assignment and workflow process. Client also wanted a website where new leads can register. They wanted this data to be fed into their Salesforce application. The customer's in-house team also needed support on their existing development in addition to these requirements

Solution

The customer chose to avail the **ON-Demand Service (ODS)** offered by DemandBlue, where dedicated captive resources were made accessible to fulfil the customer's business needs at optimal cost. Under customer engagement strategy, DemandBlue provided a technical account manager who, as part of the ODS Advisory Services, analysed the customer's existing Salesforce instance, and immediately had the test classes reviewed by DemandBlue Salesforce experts and improved the existing code coverage.

The team then proceeded to implement the **email-to-case** feature wherein any tickets raised through e-mail would automatically be converted to a case in Salesforce and assigned appropriately. The team also developed a website on Salesforce with revolutionary **Skuid** user interface. The "contact us" page of this website had a lead registration form. The DemandBlue team implemented the **web-to-lead** feature, which facilitated **auto lead generation** for client by integrating this form with client's Salesforce application.

Benefits

- **Mail-to-case feature enabled the client to respond to customer queries quickly and increased their productivity by 40%**
- **Skuid-based Salesforce website provided a trendy UI and enhanced the customer experience**
- **Web-to-lead feature simplified and automated the customer's lead acquisition process**
- **Customer also benefited from better test classes and improved code coverage for their existing Salesforce instance**