



Transforming Commercial Leasing

Automating Lead Management

with Salesforce

What the Client Needed:

The client, a leading real estate authority, required a solution to automate and streamline their commercial leasing process. Their main goals were:



Efficient Lead Management:

Automate lead tracking and conversion to reduce manual intervention.



Faster Offer Generation:

Generate offers quickly with accurate calculations.



Service Request Automation:

Automate the initiation of service requests and enhance communication efficiency.



Data Accuracy & Transparency:

Ensure accurate data management and easy access for all involved parties.

What We Did:

ABSYZ implemented Salesforce CRM to address the client’s needs and optimize their operations. Key actions included:



Automated Lead Generation & Tracking:

We developed automated systems to generate and track leads, eliminating manual data entry.



Optimized Offer Generation:

Developed workflows to quickly generate offers with pre-populated details and accurate rent calculations.



Service Request Automation:

Integrated automated service request initiation and notifications to reduce delays.



Data Integrity & Insights:

Ensured data accuracy through validation rules and created real-time dashboards for monitoring leasing activities.

Before vs. What It Is Now:

Before	Now
Manual lead tracking and offer generation led to inefficiencies and errors.	Automated lead generation and conversion processes, saving time and improving lead-to-account conversion rates.
Service requests were delayed, requiring manual intervention.	Quick, automated offer creation, with accurate calculations for rent and service charges.
Data was fragmented across different systems, resulting in slow and inaccurate reporting and decision-making.	Real-time insights with a consolidated data platform, enabling more informed decision-making.
	Streamlined service requests with automatic notifications, reducing delays and improving customer satisfaction.

The Value Add:

ABSYZ's solution transformed the leasing process by:



Streamlining Operations:

Reduced manual processes by 15%, resulting in increased operational efficiency.



Improved Customer Satisfaction:

Automated workflows improved the client experience by reducing errors and delays.



Optimized Resource Management:

Better lead conversion, service request management, and optimized resource allocation.



Increased Revenue Potential:

Faster offer generation and streamlined processes enabled the leasing team to handle more opportunities, resulting in higher business growth.

Overall Outcome:

By implementing Salesforce CRM, the client saw a measurable improvement in operational efficiency, with lead conversion rates and service request handling both dramatically improved. The project not only streamlined the commercial leasing process but also provided real-time data insights, allowing the client to make quicker, data-driven decisions and improve customer satisfaction.

Tools & Tech:



Salesforce Sales Cloud

To manage and streamline the entire leasing lifecycle.



Lightning Web Components (LWC)

For developing an intuitive and user-friendly interface.



Salesforce Automation Tools

To automate lead conversion, offer generation, and service requests.



Salesforce Dashboards

For real-time insights and performance tracking.