

In just five months Arlanis Reply conducted the migration of the old system to a Salesforce system for ImmobilienScout24. By connecting an external call center cost savings were provided.

The Facts

- Introduction of Salesforce / old system migration within 5 months
- Extension to the call center management (control of internal and external call centers incl. call metrics)
- Extension to the offering generator (offering generation with workflow incl. barcode recognition)
- Customer Service Management (FAQ pages)

The Solution

- Salesforce Sales Cloud and Service Cloud
- Force.com
- Visualforce
- Back End Integration

The Challenge

- Cost saving through the connection of the external call centers to the Immobilienscout24 - Salesforce entity
- Transparency and 360° - customer view

“A major factor that led to the **success** of the project was the **professional** support provided by the **strong** IT partner in the form of a pleasant business connection.”

Ulrich Hirtreiter
Head of Analytical Marketing
ImmobilienScout24 GmbH

