



ASSEMBLE COMMUNITIES

CUSTOMER SUCCESS STORY



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COMPANY OVERVIEW:

Assemble Communities is a housing developer and community management business focused on making thoughtfully designed, sustainable homes more accessible to more people. Their unique business model is designed to help solve housing affordability issues without disregarding the appeal of homeownership to Australians, with proposed residents invited to sign up to a five-year lease with the option to purchase their apartment at a pre-agreed price. Residents also get financial coaching free of charge to help them reach their saving goals.

LOCATION:

Melbourne, Victoria

INDUSTRY:

Real Estate (Sales & Rentals)

PRODUCTS:

Salesforce, Pardot & Engage

OBJECTIVE

THE OBJECTIVE

To optimise their Salesforce Instance to:

- Collect accurate customer data
- Create efficiencies in their sales process
- Integrate a financial coaching option and nurture clients until they are ready to purchase
- Execute Pardot to be their singular marketing tool
- Market to potential clients against an accurate database
- Monitor client engagement with tracked assets

THE CHALLENGES

The company needed to grow its capabilities, and their previous Salesforce Instance did not support growth, their sales process lacked efficiency, and they had data accuracy issues.



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OITC rebuilt all Salesforce Objects allowing the client:

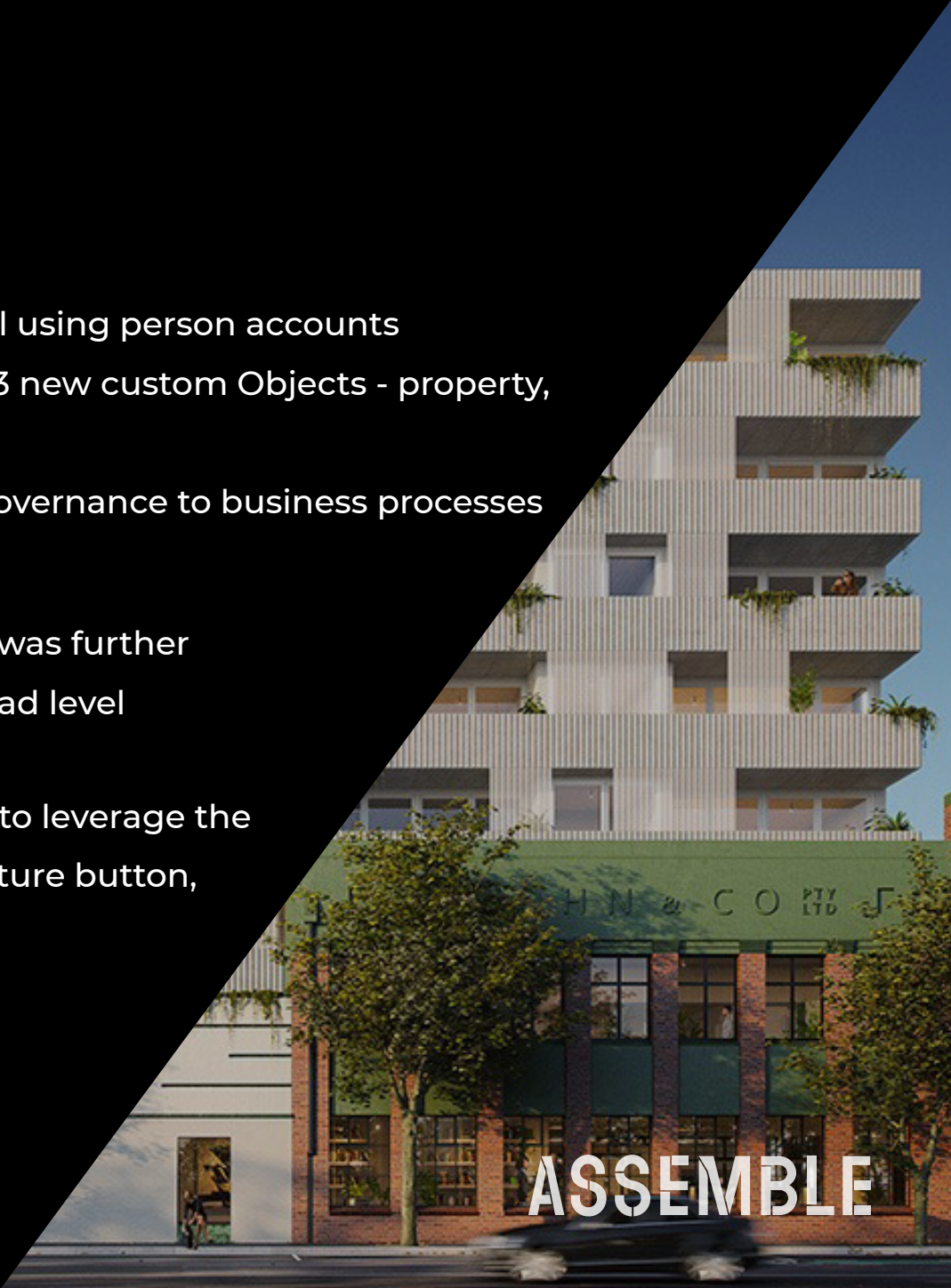
- To capture correct information in context via an updated data model using person accounts
- More flexibility around how data is stored and reported on by using 3 new custom Objects - property, projects & financial coaching, a coaching session Object
- Confidence in the data by cleaning up all entry points and adding governance to business processes

OITC built the full suite of Pardot Plus, allowing for:

- Increased visibility and accuracy with B2B Marketing Analytics. This was further enhanced by the use of custom redirects and tags to give the client ad level performance reporting
- Salesforce Engage, allowing the Assemble Communities sales team to leverage the power of Pardot through features in Sales Cloud such as “add to nurture button, Engage emails, Engage alerts and the Engage desktop app

SOLUTION DETAILS:

- Salesforce
- Pardot
- Salesforce Engage





THE RESULTS

- Easily track Lead Engagement through marketing campaigns, automated EDMs and Lead scoring
- Increased data collection on customer behaviour, automated messaging and tracking
- Increased data accuracy
- 360 visibility of the business
- Better ability to capture leads
- Streamlined processes have allowed the team to focus on customers, not processes
- Pardot has provided significant insights into marketing campaigns
- The team can now easily understand which campaigns are resonating with clients



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Free

13

2021

2021


Assemble Papers


“ My experience with OITC has been great. I have worked very closely with Theo on the Pardot project; he is always very supportive - I’m a little bit technically challenged; he has continually dumbbed it down so i can understand the process and feed that knowledge back into the business. - Jessica Githiomi - Marketing Manager - Assemble Communities ”


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CONTACT US WITH ANY AND ALL QUESTIONS, QUERIES,
OR DREAMS YOU MIGHT HAVE.

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THANK YOU



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