



BUY MY PLACE

CUSTOMER SUCCESS STORY



FIND YOUR GROWTH PARTNER

BY OUT IN THE CLOUDS



B buy my place



COMPANY OVERVIEW:

Buy My Place is shaking up the retail industry with a platform designed to support Australian property owners selling or leasing their properties privately without a real estate agent.

Their customers can save on average \$20,000 in agent fees and commissions. By using Buy My Place, customers have complete transparency and control of the process, can make changes to their listing 24/7 and have the opportunity to speak to interested buyers and renters directly, without the need for a middle man.

LOCATION:

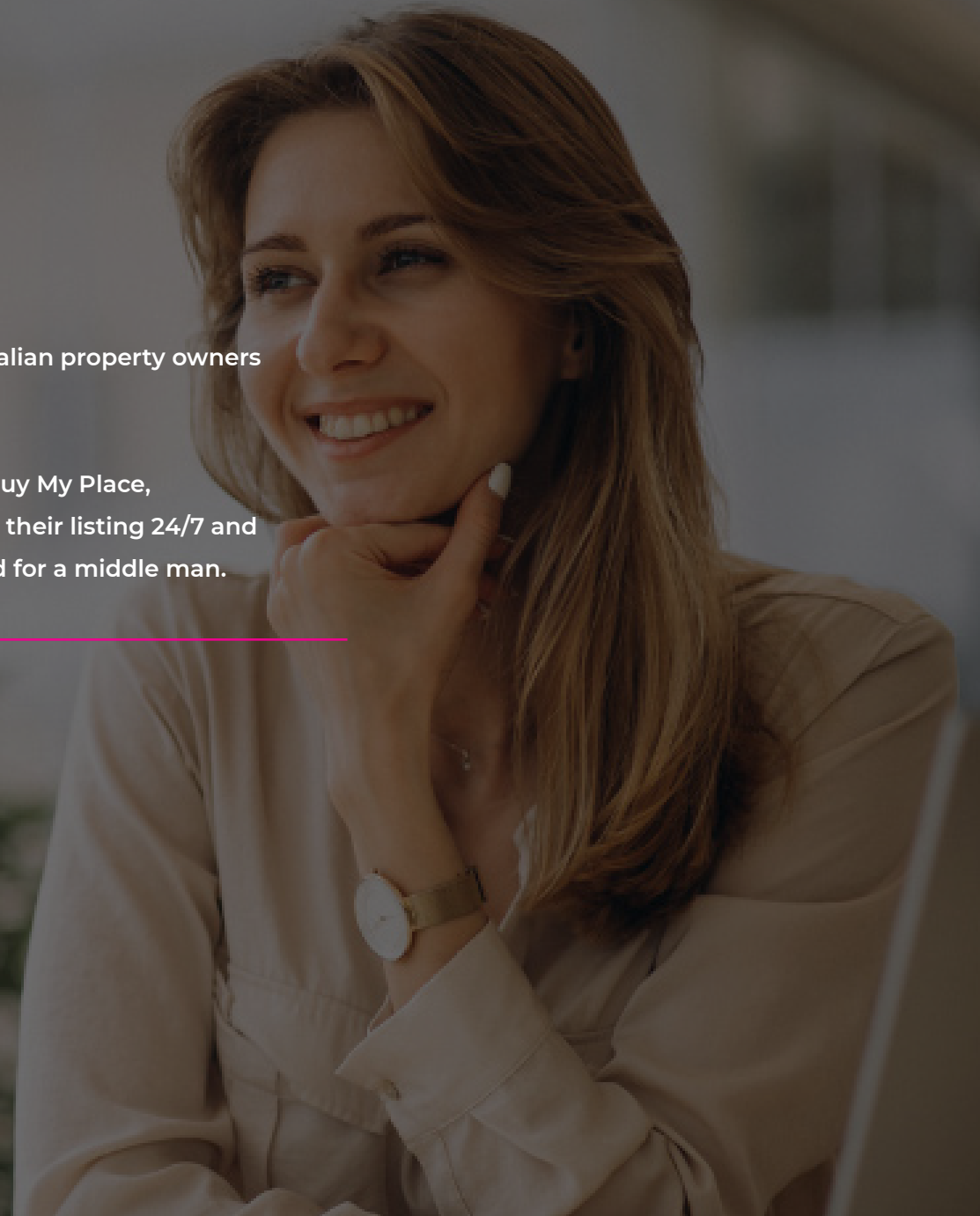
Melbourne, Victoria

INDUSTRY:

Real Estate (Sales & Rentals)

LIST OF PRODUCTS:

Sales Cloud, Service Cloud & Pardot Plus with Custom Objects



CHALLENGES

THE OBJECTIVE

OITC's objective was to create a business platform that would allow Buy My Place to scale while providing users with accurate data. The project called for a complete custom rebuild to match their specific business needs.

CHALLENGES

OITC's initial challenge was to evaluate whether Buy My Place needed an update of their current Salesforce Instance or if it would be more valuable to do a complete rebuild- with the latter option being a more scalable solution for Buy My Place decision-makers.





PARDOT SOLUTION

- Complete rebuilding of their Pardot Instance to align with the new business direction and digital strategy

SALESFORCE SOLUTION

- Complete rebuild of their Salesforce instance including a brand new data model and integrations with new external platforms
- Data Migration to help salvage data from their previous instance.

SOLUTION DETAILS

- Setup Salesforce Org (Profiles, Access, etc.)
- Create custom Fields on Leads
- Create custom Fields on Person Accounts
- Create custom Fields on Orders
- Create custom Fields on Opportunity (Ghost Object for Revenue)
- Data Migration
- Reports & Dashboards
- Project Management
- Training
- Setup Natterbox



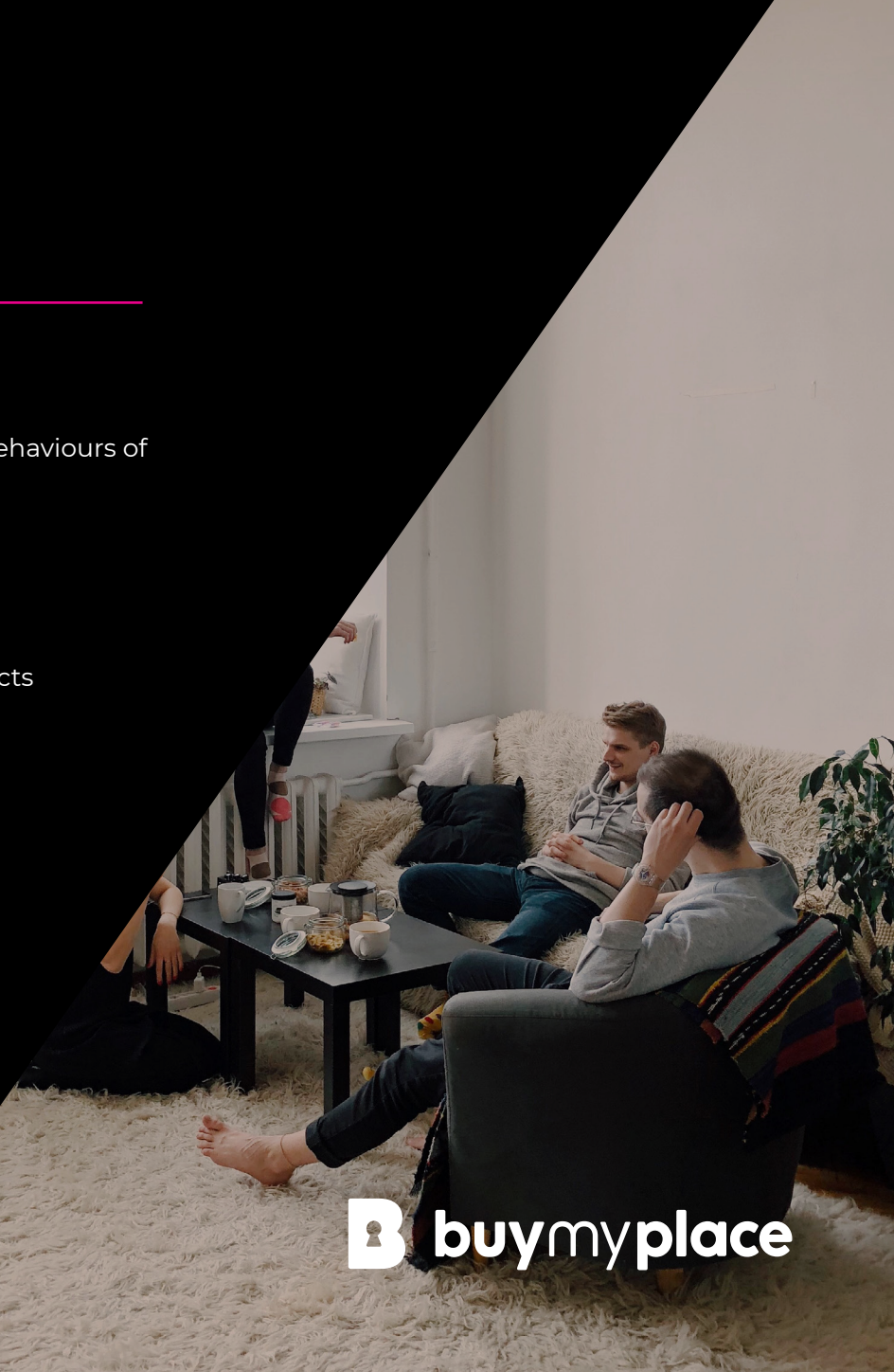


SALESFORCE & PARDOT RESULTS

Since the implementation of Salesforce and Pardot, Buy By Place has had more significant insights into the behaviours of prospects and customers, allowing Buy My Place to personalise the following.

THE RESULTS

- How they pitch to Prospects - this is now based on highly insightful data provided by Salesforce, i.e. prospects property type, sell price, budget, & property address.
- Their website and email engagement have allowed sales agents to quickly review the level and areas of interest and tailor the solution ahead of speaking to the prospect.
- The Salesforce Instance has allowed for greater customer experiences, mainly when answering queries directly from the customer - the instance houses all customer details, notes in one location.
- Employees have noted Salesforce as easy and intuitive to use to run the business on a day to day basis.
- The reporting and dashboard tools have been easy to create and have allowed for meaningful insights with decision-making.
- Easily score and grade leads in Salesforce through Pardot, which has helped the Salesteam organise their call-list priority.



STAND OUT RESULTS

Since the implementation of Salesforce Buy My Place lead disqualification rate has improved by 72%.

Marketing ROI has improved by 60%, based on improved reporting insights generated by Salesforce - with greater visibility over channel and campaign attribution.

Using Pardot and creating engagement programs, the team at Buy My Place found their EDM open rates, engagement, and click-throughs have all increased compared to previous systems.

WHAT OUR STAFF ARE SAYING?

“ Our team’s response has been really positive around our Salesforce implementation. It has made life easier, and prospect and customer activity is more accessible - giving us greater insight into who we’re talking to and what we’re talking about - allowing the team to focus and helps our customers as we are ready to respond and assist at any time! ”

“ The support we’ve received from Salesforce has been great. Our Account Managers have been really engaged in business and committed to understanding our model, strategy and growth plans. They have suggested ways to improve and recommend products to help our business. We’ve felt that we’re in a partnership, which is excellent and essential for a small, emerging business with an ambitious growth trajectory. ”

“ The Pardot feedback has been positive, particularly from the Marketing and Sales teams. The insights they now have into prospects and customers have really helped to shape several decisions and initiatives in the business. Everything we do now at Buy My Place can be data-led, which guarantees we’re customer-led. ”

WORKING WITH OITC

Our overall experience working with OUT IN THE CLOUDS has been really positive. The OITC team really took the time to listen to our business problems and provide valuable solutions. They were extremely responsive and attentive, which was important given we were on a tight deadline. We had several integration points between Salesforce with other systems, which OITC took the time to understand and help solve problems when they arose.

It was a good experience, and I'd definitely work with the team again. Our engagement was quite a big piece of work with many moving parts, so it wasn't a simple execution. The team handled this expertly, and we felt supported the whole way, especially through stressful times (which happens on any project!).

The level of commitment to helping our business was much appreciated!



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

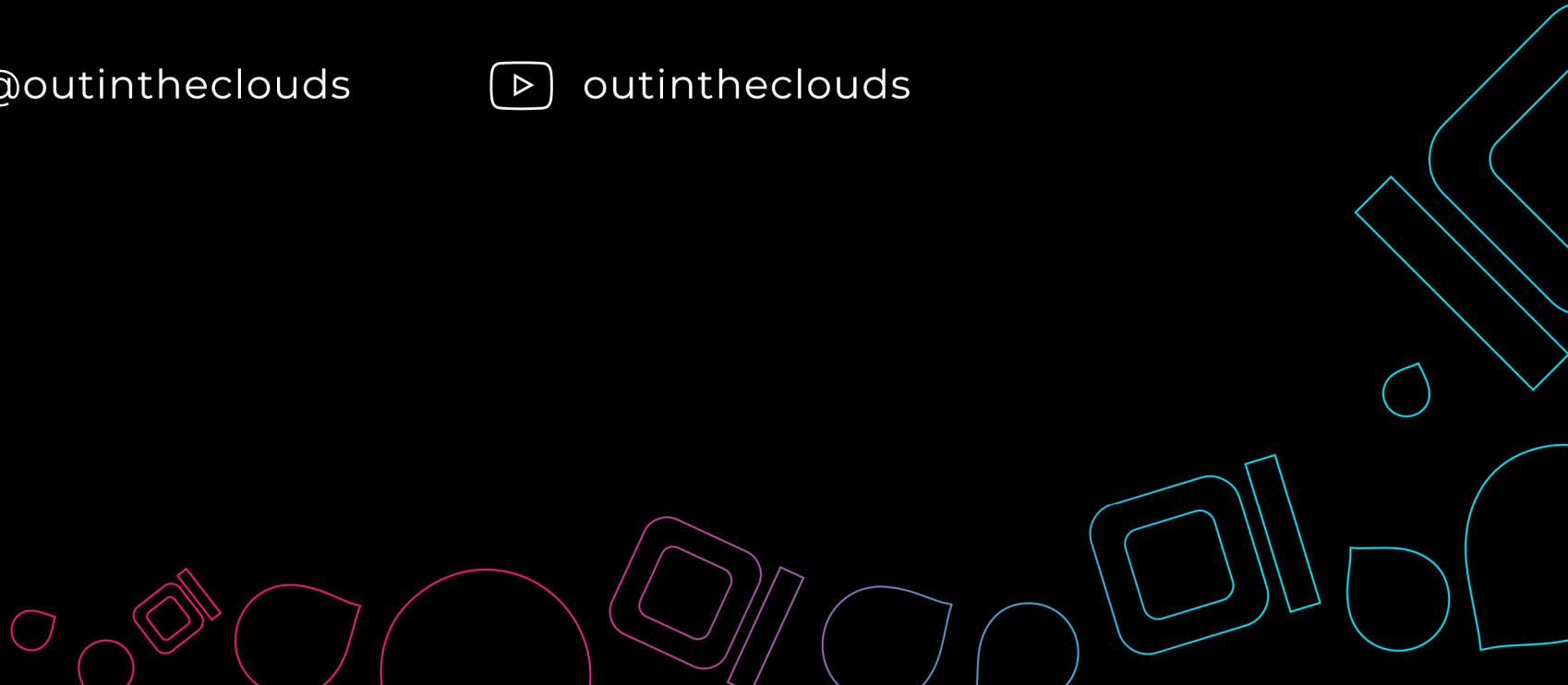
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THANK YOU



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