



## Executive Summary

AL-TAHALUF Real Estate Company is one of the largest homebuilders in the Kingdom of Saudi Arabia. They are proud of multinational heritage through merging the expertise of founders: Hamad Bin Mohammad Bin Saedan Real Estate Investment Group, and K. Hovnanian Homes – international developers of residential projects from USA. Bringing together more than 60 years of international experience in real estate development communities

## Computerization / Software Requirements

Al-Tahaluf was looking for Client Relationship management system to automate the sales management process. Their sales and call center team were working manually on excel sheets before they realized that CRM system can let their team grow exponentially. They wanted to have a system by which they can centralize and streamline their entire sales database with automation.

## Challenges

They were facing lot of issues including but not limited to, loss of data, the increasing human errors and no central place to track the sales performance, the day by day load of backlog work was increasing and their skilled strength was consumed on backbreaking work.

## Solution

AL-FAHAD Implemented ZOHO CRM Enterprise version in Al-Tahaluf Real Estate for the team of 20 Members, They entirely converted their manual system into fully automated system, from leads management to property management and bookings, all of their information are now on their dashboards from end-users to management.

## Benefits

The flow of information and team leading is the key benefit they are all enjoying now, Now they are completely centralized and streamlined, They are now appreciating the benefits of ZOHO CRM from 1<sup>st</sup> piece of information till management of won customer.

## Results

They are very satisfied now, They can now track the performance of their sales team, Have increased their revenues with timely follow up, and automated To Do List, The system reminds and traces their activities and Team are engaged in performing more focused work.

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