



CENTRAL SPECTRUM SALES & MARKETING PROCESS IMPROVEMENT

About **Central Spectrum**

Central Spectrum (M) Sdn. Bhd. (CSSB) is a Malaysian property developer with its headquarters based in Pulau Indah, Selangor. Established in 1994, the company is renowned for its success in developing Pulau Indah; an area where Malaysia's largest port, Westports, is located. Some of the prominent projects CSSB has managed and developed include Pulau Indah Industrial Park (PIIP) and Selangor Halal Hub. Their latest mixed development project is the Selangor Bio Bay (SBB) with a gross development value (GDV) of RM 5.5 billion.



Manual Handling of Enquiries

One of the challenges this property developer faced was in managing customer enquiries that came via their website, emails, and marketing campaigns. When a customer submitted an enquiry through CSSB's website, that data was manually exported and worked on by individual sales reps in siloed Excel sheets.

Consolidating data from all the reps proved to be a time-consuming task and also meant there was a possibility of data loss. On top of that, there was also no proper system in place to monitor follow-ups and direct sales efforts effectively.

On Premise System

Another issue was that sales reps were not able to view units or lots which were still available and make on-the-spot booking when they were out of the office. This was due to the fact that CSSB had in place an on-premise system that required sales reps to be logged in at the office to view available units or lots and make a booking. All of this meant there were delays in the booking process. Additionally, CSSB did not have a system that allowed its management to track the performance of the sales team effectively.

Challenges Faced by CSSB

Absence of an Email Marketing Tool

The third challenge was the absence of a systematic email marketing tool to send out newsletters to their contacts. Their initial modus operandi was manually sending out individual emails to each contact which proved to be tedious and redundant.

Lava Protocols sought to resolve CSSB's challenges with the following solutions:

- Implementing Sales Cloud by Salesforce® to enable lead capturing, determine lead progress, and track lead conversions.
- Creating modules within the Salesforce dashboard that would provide real-time view of data and to enable sales reps to make on-the-spot booking of property units or lots.
- Implementing Mailchimp to conduct systematic email marketing and integrating it with Salesforce.

A large, solid blue circle graphic on the right side of the slide, containing the text "Our Solutions".

Our Solutions



Our Solutions

Lead Management

With Salesforce in place, all customer enquiries that were submitted via CSSB's website, email and marketing campaigns were captured and stored in one platform. Through filtering functions of the system, sales reps were able to view and focus on enquiries that indicated genuine interest for quotations. Once a quotation request was made, sales reps converted the lead into a contact and created an account which automatically pulls in all the details from the contact.

The customer relationship management system also enabled the CSSB management to view the lead progress of each sales rep in real time by running a report on the lead status or lead source. They were even able to determine which channel brought in the most leads.

Property Booking Module

A property booking module was built within CSSB's Salesforce system to allow sales reps to check the availability of property units or lots in real-time and to make bookings from anywhere, anytime. Through the module, sales reps and management are also able to view all on-going projects, the phase of the project, and other pertinent information, in just a few clicks.

Campaign Management

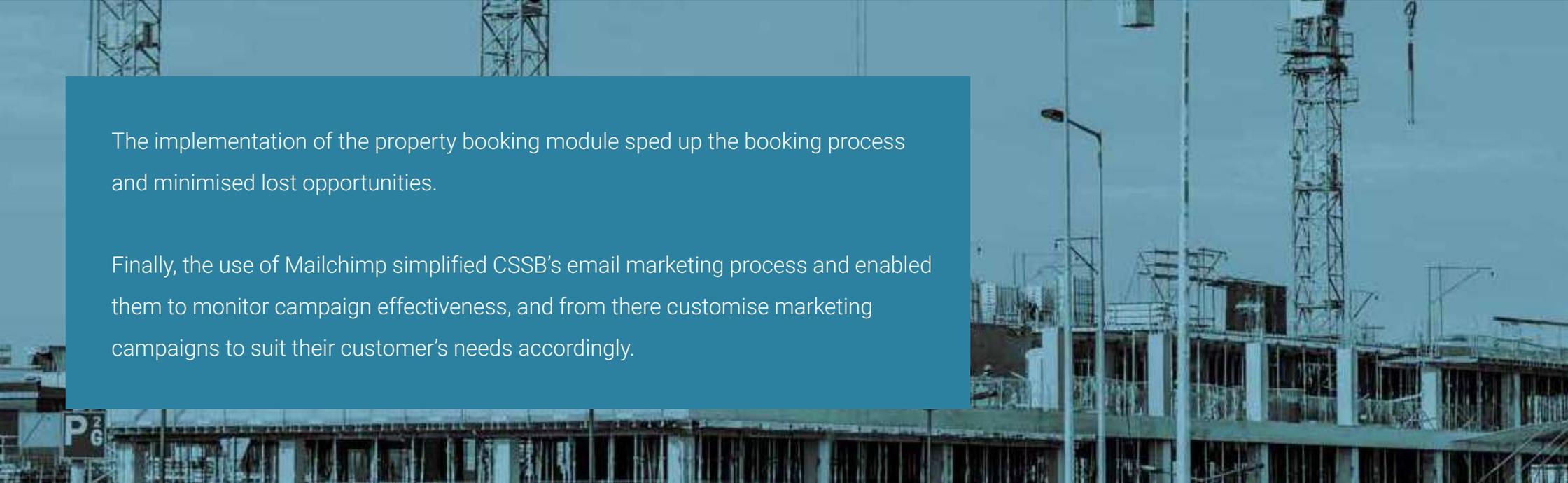
Using Mailchimp, CSSB is able to automate the process of sending out regular newsletters to their contacts, view campaign performances through reporting analytics, and identify potential customers based on their engagement with the content sent by CSSB. Lava Protocols also integrated Mailchimp with Salesforce to ensure that all data from Mailchimp are synced to the latter for easier access and tracking by CSSB's sales and marketing team.

As a result of the implementation of the lead management system,

- Manual administrative tasks were eliminated;
- Operational data management became simpler;
- Lead conversion process was shortened;
- Performance tracking was easier;
- Productivity has been improved.

A large, solid blue circle containing the word 'Outcome' in a white, bold, sans-serif font.

Outcome

A background image of a construction site with cranes and building structures, overlaid with a semi-transparent blue rectangle containing text.

The implementation of the property booking module sped up the booking process and minimised lost opportunities.

Finally, the use of Mailchimp simplified CSSB's email marketing process and enabled them to monitor campaign effectiveness, and from there customise marketing campaigns to suit their customer's needs accordingly.