SOLUNUS
Enabling Customer Success

Case Study

Overcoming Lead Conversion Challenges with Salesforce

For a Well-known Chain of Restaurants

ABOUT THE CLIENT

The client is a leading, family-owned chain of restaurants with presence across North America, headquartered in Beaumont, Texas. The company has been serving its customers healthy, delicious cuisines for the last 35 years.

PROJECT OVERVIEW

The client approached us to help them use their Salesforce CRM system effectively to reach out to prospective customers. They also sought our assistance in developing a highly effective market intelligence system, which could be integrated seamlessly with Salesforce.

Hospitality Industry	Implementation Service	Data.com Product

CHALLENGES

- Inability to reach out to customers effectively
- No robust business intelligence system
- Inability to run targeted marketing campaigns

SOLUTION PROVIDED BY SOLUNUS

As part of our custom-built solution for the client, we implemented Data.com, a robust and powerful marketing intelligence solution. Our team also integrated Data.com with Salesforce CRM using web services (REST API). The solution also included the following.

- Customization of search criteria for seamless access to product information
- Development of a system to present search results in the desired format

info@solunus.com | www.solunus.com | + 1 214-200-4800

BUSINESS RESULTS

35%
Increase in Lead Conversions

34%
Growth in ROI on Marketing

32%
Improvement in Sales Revenue

Looking for an Effective Solution to
Target the Right Customers with High Efficacy?

Contact Us

ABOUT SOLUNUS

Solunus is a dedicated Salesforce partner organization, headquartered in Dallas, Texas. Our unrelenting focus on comprehending the unique needs of our clients coupled with our unrivaled expertise of the Salesforce platform enables us to deliver the perfect solutions that create the best value for hotels and hospitality firms.

WHAT CAN HOSPITALITY FIRMS EXPECT BY PARTNERING WITH SOLUNUS?

Get the complete picture of the customer and his expectations

Use the latest technology to ensure memorable experiences

Remain in constant touch with customers throughout their journey

Leverage data to predict seasonal demand very accurately

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