

Company
Prudential Locations LLC

Industry
Services

URL
www.prudentiallocations.com

Headquarters
Honolulu, HI

NetSuite Product
NetSuite CRM+

NetSuite Users
350

Using NetSuite for
**Sales force automation,
 Customer support,
 Marketing automation**

Prudential Locations LLC

Prudential Locations Enjoys Skyrocketing Agent Productivity With NetSuite CRM+

“There was nobody out there offering real estate vertical capabilities that we needed, so we knew we needed a solution that was both powerful and easy to customize. NetSuite was the most flexible architecture for our needs. We couldn’t possibly communicate with the kind of frequency and consistency we need without it.”

— Prudential Locations LLC

Challenge

- Prudential had accumulated extensive data on virtually all Hawaii real estate transactions, but lacked efficient way to expose data to agents and sales managers
- Needed a solution which could blend real estate market data with customer data
- No off-the-shelf solution supported the workflow Prudential wished to implement, requiring a platform with powerful customization capabilities
- Needed a solution that would provide cost-effective and insightful customer communication methods in both peaks and valleys in the real estate business cycle

Solution

- Over 300 users now on Prudential’s NetSuite environment
- NetSuite providing a powerful and reliable platform for core CRM and custom functionality
- All agent contacts with prospects and clients now recorded in uniform fashion in NetSuite CRM+, providing full sales cycle history
- Automated e-mail campaigns keep prospects warm with minimal need for agent or administrative action
- Flexible NetSuite platform provides future expansion opportunities to the property management side of the business

Results

- Delivering 1.5 million e-mails on behalf of agents every year
- 98% buy-in from 240 independent real estate agents who pay to subscribe to Prudential’s NetSuite-based service platform
- Integration between NetSuite CRM+ and Prudential Web portal populates browse and search activities into customer records, providing agents with important insights into client desires
- Agents now have more sales tools with which to re-engage past clients and prospects, leading to greater sales among established customer base
- Sales coaches and managers now have impartial data about agent activity and productivity, allowing faster reporting and freeing more time for agent development
- Agents now able to manage up to 10X more relationships than was possible using previous solutions.

