



## Overview

**Country or region:** Dubai  
**Industry:** Real Estate

**Customer Profile:**  
Dubai Luxury Homes (DLH) is a leading real estate brokerage firm operating in Dubai, U.A.E. They employ approximately 25 staff.

**Business Situation:**  
DLH was using separate systems for their contacts, properties and marketing activities. Their systems could not sufficiently handle the amount of contact and property data that the business required. DLH needed a single system that could integrate their various activities into a centralised platform to improve their business activities and client relationships.

**Solution:**  
DLH implemented foxEnterprise, which is developed by Brightfox.

**Benefits:**

- Improved client relationship management
- Increased sales
- Increased productivity through office systemisation
- Enhanced marketing profile through website integration and advanced email marketing

## Improving sales in Dubai's booming property market with foxEnterprise

**“With previous sales and CRM systems I have found that it ultimately gets in the way of what we need to do – which is make sales. With foxEnterprise, the system works for us instead and gets us to do what we do best.”**

Mark Leale, Marketing Director, Dubai Luxury Homes

In one of the world's fastest growing cities, Dubai Luxury Homes (DLH) was struggling to maximise the sales opportunities available to them. A leading real estate brokerage experiencing tremendous growth, DLH needed a more efficient way to manage both their growing client base and growing business. They chose foxEnterprise.

Brightfox and local partner IT-Serve worked with DLH to implement foxEnterprise to manage DLH's many contacts and properties, as well as their sales and marketing activities. DLH employees can access foxEnterprise's property, contact, sales and marketing modules to make decisions, market property, solve problems and access important information regarding DLH's business.



**“Up until the point I was introduced to foxEnterprise, I didn’t think there was such a system that had a CRM and property database and would do both jobs adequately.”**

Mark Leale, Marketing Director,  
Dubai Luxury Homes

## Situation:

The Dubai real estate market has seen phenomenal growth. The escalation of development in Dubai is reflected in its population growth: from approximately 60,000 in 1967 to well over 1.5 million today. As one of the world’s fastest growing cities, Dubai has about \$100 billion worth of projects along its shoreline that are underway or planned for the future. Its world-class infrastructures have made it a lucrative destination for foreign investment.

Dubai Luxury Homes (DLH) was set up in 2003 to help Gulf based expatriates and overseas foreign nationals to purchase property in Dubai. DLH employs approximately 25 multi-national staff in a variety of sales, administration and managerial roles.

DLH’s primary role is to provide a professional and personal real estate service by sourcing properties that meet clients’ objectives, both direct from developers and also from other agents on the secondary property sales market. Due to the wide variance of stock availability and client needs, DLH required a CRM system that was specific to the property industry, so that they could improve their understanding of what their clients were looking for. DLH were also experiencing strong growth and required the ability to maintain increasingly large amounts of client and property data.

DLH had several systems that only specialised in specific areas, such as property, marketing or contact management. They had a primary CRM system but found that it did not provide easy-to-use functionality and as a consequence was not being utilised by the sales staff. Hence, the various sales staff were using their own software to maintain their contact databases, creating a mix of information that was not being utilised as proficiently as DLH required.

“By using various systems there was a large amount of customer information that was being wasted – and even lost,” says Mark Leale, DLH Marketing Director.

This affected DLH’s ability to monitor and develop in-depth relationships with their clients, which reduced their customer service capability.

Most importantly, DLH’s property database system did not integrate with their contact management system. In a real estate business the ability to link contact and property data is essential. As a consequence, this failing was impacting on DLH’s ability to make sales and to provide professional levels of customer service.

One important example of this was that staff were forced to create and send their own email marketing material to their individual databases, resulting in inconsistencies in quality and in irregular execution.

**“I like the way that it is set up for you that it encourages a degree of procedure. This makes a big difference when you previously had 25 staff doing all different things. We now expect a much more systemized sales process.”**

Mark Leale, Marketing Director,  
Dubai Luxury Homes

After reviewing and even implementing several systems, DLH were introduced to foxEnterprise by their technology provider and Brightfox partner, IT-Serve.

foxEnterprise is a CRM, sales and marketing system that has been specifically designed for the property industry. It provides medium to large property companies with the tools needed to run with world best practices.

With modules for sales, marketing, financials and contracts administration, foxEnterprise systemizes business processes that result in increased sales, enhanced client service and increased staff productivity.

DLH was attracted to foxEnterprise as they required software that was specific to their industry, but also able to be configured for their particular needs and not an “off the shelf” product.

### **Benefits:**

foxEnterprise has provided DLH with a central system that contains industry specific contact management, property database, as well as extensive sales and marketing functionalities.

### **Ease of Use**

CRM software can fail because staff find it difficult to use or that it does not have the functionality they require. This is particularly prevalent in the highly specialised property industry, where traditional CRM software just doesn't work.

Leale observes that with the previous software they used, it hindered rather than improved their business processes.

“Now foxEnterprise works for us” he says. “We have already had realised benefits from it, so it makes the salespeople and staff more inclined to use it.”

With a team of multinational staff of varying technological capability, foxEnterprise has been able to be applied by all staff after the initial training session. Leale notes that new staff are able to begin using the system very quickly.

### **Improved Workflow**

foxEnterprise has saved DLH valuable time as staff only have to input the data once, and can quickly obtain and interrelate information accordingly.

Leale has also observed that having a centralised system has resulted in more efficient procedural changes.

“foxEnterprise highlights staff activity so we can make sure everybody is inputting. Staff can be notified on how they are operating and adjust their behaviour to make more progress.

It has also highlighted areas of required improvement for the business itself, enabling us to raise questions on how we can improve our operations.”

**“The most quickly realised benefit was the success already realised in email marketing...we have already achieved some direct sales – and quite profitable ones, from them.”**

Mark Leale, Marketing Director,  
Dubai Luxury Homes

### **Enhanced Client Relationships**

foxEnterprise creates a central platform of information that is accessible to the entire corporation, bringing together contact, property and project information and making it readily available to all staff. This centralised and complete view of data provides all staff with a 360° view on contact activity (both past and future), existing property interest and previous property purchases.

Leale notes that this 360° view combined with the fact all staff now use the one integrated software application, has resulted in improved customer service.

### **Professional Marketing Campaigns**

In Dubai, almost all written communication is via email. DLH therefore required advanced email marketing functionality that would provide a key competitive advantage.

foxEnterprise’s advanced email marketing functionality enables staff to send out professional HTML emails to bulk or targeted contacts with only a few simple steps. Leale especially enjoys this function.

“We have done some simple e-newsletter and email marketing and have already achieved some direct – and quite profitable, sales from them,” he says.

“We will definitely increase the use of the email marketing functionality as we progress, as it has been going very well for us.”

### **Improved Professional Image**

One of DLH’s primary concerns was the varied and inconsistent marketing material sent out by their individual agents. By using the integrated email marketing functionality in foxEnterprise, DLH delivers consistent communication that portrays the professionalism of the company.

“For example, some of our staff were previously sending out some very unprofessional emails, simply because they were not technologically savvy,” says Leale.

Staff are now able to send high quality emails and mail merge documents without an advanced technical knowledge. This now presents a uniform and professional approach when communicating with their clients.

Leale notes, “it provides a very professional basic groundwork for our staff. Then staff who are more capable with IT can build on the groundwork that foxEnterprise has given to create a more customised approach.”

### **Integration With The Web**

foxEnterprise integrates seamlessly with the web, and DLH have integrated it with their website. They now add, delete and modify properties, projects, news and staff profiles with foxEnterprise, with the software automatically updating their website.

“Previously we had two systems working to try and upload to the Internet” says Mark Leale. “foxEnterprise integrated with our site as one system which is much better. It minimizes problems and saves us more time.”

## For More Information



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