

DATA ANALYTICS

CUSTOMER STORY

Data provides marketing insights

Qlik dashboard provides transparency into the customer journey



CUSTOMER STORY

“The dashboard very quickly provides an insight into the timing, type, channel and efficiency of our marketing activities. This creates transparency about us as a sales partner and forms an essential cornerstone for successful real estate marketing.”

Thorsten Mertens, Director Strategic Marketing & Controlling, S Immobilienpartner GmbH

Outsourcing in real estate marketing

Outsourcing operational sales activities has become the standard approach for many property and project developers. To save costs and effort, they rely on the sales and marketing expertise of qualified partners. The expectations placed on these marketing partners have risen significantly over recent years.

As Thorsten Mertens, Director of Strategic Marketing & Controlling at S Immobilienpartner GmbH, explains: “Above all, customers expect greater transparency and speed. They want to know exactly what we are doing for them, with what level of success and they want quick responses to new requirements and developments.”

With more than 5,000 viewings, 8,000 consultations and a transaction volume of around 1.5 billion euros over the last five years, S Immobilienpartner is one of the top real estate agencies in Germany and the leading provider in the Rhineland region. To consolidate and expand this market position, the firm focuses on optimizing its customer service.

Sales dashboard as a service

“We wanted to make the entire customer journey for new-build buyers visible to developers. Our goal was to provide our customers with a marketing dashboard that they can use to view up-to-date information about how their product is being marketed,” says Mertens.

The dashboard also needed to be available to marketing and sales managers at the agency.

Solution Overview

Customer Name

S Immobilienpartner GmbH

Industry

Retail & Services

Region

Germany

Function

Sales, Marketing

Business Value Driver

Customer Intelligence, Reimagined Processes

Challenges

- 21 internal and external data sources
- Data updated on a daily basis

Solution

Sales dashboard based on Qlik Sense Enterprise SaaS evaluates data from 21 sources with access provided for external and internal employees in marketing and sales.

Results

- Five hours less reporting effort per week
- Transparency into the entire customer journey

Heterogeneous data sources

To provide customers with an insight into the marketing situation, it was necessary to bring together data from various systems. “We identified 21 relevant external and internal sources,” recalls Mertens.

This included a CRM system containing the master data for objects and a controlling solution, both based on MS SQL Server. Other sources included Google Analytics, rapidmail software and two real estate portals. The solution also integrates data from Facebook, as well as information from marketing service providers such as the regional media.

The challenge was to collate, analyze and provide a clear daily visualization of data that originated from different sources and was recorded in different formats. “Since traditional marketing tools focus more on the channel, it soon became clear to us that we needed business intelligence software to meet the project requirements,” says Mertens. Various solutions were evaluated and Qlik Sense was selected thanks to its strengths in data integration and visualization.

SaaS deployment option

S Immobilienpartner opted to use the software as a service (SaaS) operating model: Qlik Sense Enterprise SaaS. The cloud infrastructure is hosted and managed by Qlik. “SaaS is very attractive in terms of price. Our data protection officer was also satisfied with the GDPR compliance of the solution, as we do not process the personal data of customers or employees.”

Informatec shows consulting strength

During the implementation of the project, S Immobilienpartner was supported by Informatec. A digital workshop was held to outline the target solution and develop an initial data model. “Informatec provided us with very good advice on what is feasible, with a particular focus on the best way to work with the various data sources,” adds Mertens. “Our team was involved throughout the entire process for developing the data model and dashboard. This has enabled us to work with the solution on a largely independent basis.”

The data from the internal CRM system is automatically uploaded to Qlik Cloud as QVD files using Qlik Data Transfer. The Qlik Web Connectors are used to connect to Facebook Insights and Google Analytics. External service providers send the required data via email on a daily basis using CSV files. This provides a further new benefit, as the data was provided only weekly in the past. Once the data has been received, it is uploaded to Qlik automatically every day at 8pm.

Transparency about the customer journey

How many customers does S Immobilienpartner reach with its marketing and how many take a further interest in the project? How many inquiries have been received and what is the current marketing status? These are the four key questions about which the dashboard can display a wealth of information. The dashboard provides property and project developers with a high level of transparency about the performance of S Immobilienpartner as a sales partner.

“We have direct access to key figures, such as the number of customers reached, the volume of inquiries and the consultations resulting from these inquiries and the number of products sold, including a breakdown over time,” says Mertens. “A benchmark is also provided, so that customers can see how their projects are progressing compared with the average of all our projects. These deep insights provide an excellent springboard for entering into a really effective discussion.”

Previously, customers were sent a weekly bundle of reports from different marketing service providers and a report containing internal data that was compiled manually. Today, they can obtain up-to-date information at any time at the touch of a button. Data access is controlled using an authorization concept. The automated provisioning of data via a Qlik dashboard saves four to five hours of time each week.

By providing comparative values, the dashboard enables S Immobilienpartner to quickly identify where additional measures are required – for example, if insufficient interest is being generated in a real estate project or customers are not engaging further with a particular project. “For instance, we were able to use Qlik Facebook Insights to identify a campaign for which relatively few interested parties had requested further information. We simply swapped out the image and saw that this measure had the desired effect: the interested parties wanted to find out more,” reports Mertens.

Qlik roll-out planned

The use of Qlik is to be expanded in future, with plans to set up a dashboard for the entire marketing channel management of all divisions of S Immobilienpartner. This project will again be supported by Informatec. There are also plans to integrate sales and shareholder reporting in Qlik Sense.

The keys to success



21 data sources



5 hours saved every week

“Qlik enables us to gain quick and easy insights into our marketing activities from a large amount of unstructured, unclear data. We can then use these insights to optimize our activities.”

Thorsten Mertens, Director Strategic Marketing & Controlling, S Immobilienpartner GmbH



About Qlik

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Our cloud-based Qlik Active Intelligence Platform delivers end-to-end, real-time data integration and analytics cloud solutions to close the gaps between data, insights and action. By transforming data into Active Intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 38,000 active customers around the world.

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About Informattec

Informattec focuses on consulting and the implementation of business intelligence (BI) solutions that meet customer needs. In this, the Swiss IT service is supported by the three key pillars of customers, employees and partners. As a professional BI consultancy with over 22 years' experience, Informattec provides high-quality, sustainable and bespoke BI solutions and services, which are used across a wide range of sectors, divisions, source systems and functions. This Qlik Elite Solution Provider has already successfully implemented more than 750 projects for its base of around 280 customers.

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