



Egyptian developer bucks economic climate to drive residential unit sales

Samcrete Development wanted a cloud-based technology platform to help it manage the entire sales and marketing process: from customer enquiries to sales as well as being able to track all interactions. By turning to Dynamics CRM Online, it not only met all of its needs, but also significantly drove sales in a difficult economic climate. The company is now exploring how the platform can be used in other parts of the business.

Benefits

- Easy to access the system from anywhere and from any device
- Provides management an overview of the project
- Captures units' entire history
- Expands sales and increases leads
- Workflow engine used for management command and control

Industry

Real Estate Development

Country

Egypt

Customer Size

50 employees

Partner

SPARKTECH

www.sparktechegypt.com

Connect with Samcrete Development

www.pyramidsheights.com



"Dynamics CRM Online has been so successful. It has been fundamental to the success of ongoing sales and a solid backbone for the entire project."

Hisham El-Kheshen, CEO, Samcrete Development

Samcrete is one of the largest conglomerates in Egypt. It was established in 1963; specializing in road and precast concrete production. Today it has evolved into a group of companies working in the construction, automotive, beverages and real estate industries.

Its real estate operation, Samcrete Development, has created a prestigious building development called Pyramid Heights, consisting of a business park and luxury residences located to the west of Cairo. The company needed a CRM platform to provide marketing and sales automation for approximately 600 residential units during the project's first phase.

Need for online management

Hisham El-Kheshen, CEO of Samcrete Development, explains, "We wanted to manage the entire sales process: from initial property enquiries through to actual sales. Yet we didn't want an on-premises platform; this would be expensive and ultimately wasteful when all the units had been sold."

The company turned to its IT partner, SPARKTECH, who proposed Dynamics CRM Online: a cloud-based platform that would enable the marketing and sales processes (including full tracking of all relevant information, price alterations and building modifications). Importantly, the platform also enabled different salespersons to enter the system and immediately get up to speed on the activities of each unit.

Keeping it simple

One of the compelling reasons for choosing Dynamics CRM, and Sparktech in particular, was the ability to customize modules to meet Samcrete's specific needs. Hany Naguib, Managing Director at SPARKTECH, elaborates, "We wanted to make it simple for Samcrete. Dynamics CRM Online is easy

Microsoft Dynamics

Hany Naguib

Managing Director
SPARKTECH

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Customization also included a detailed graphical representation of Pyramid Heights units, so a salesperson could present digital images to potential buyers from a laptop or tablet. It also involved native integration with Office productivity applications, such as Outlook, Word and Excel.

Bucking economic trends

CRM Dynamics Online has made all the difference in the world. The platform provides a range of easy-to-use features that have increased the number of leads and expanded the number of sales. In fact, fifty-five percent of units were sold off plan, which (given the prevailing economic conditions in Egypt) was considered remarkable.

Hisham El-Kheshan adds, “We didn’t want a full-fledged ERP system; it was unnecessary. Still, Dynamics CRM Online has been so successful for Pyramid Heights that we are now exploring how to expand it into other areas of business. It has been fundamental to the success of ongoing sales and provided a solid backbone for the entire project.”

Next Steps

- [Connect with Microsoft Dynamics](#)
- [Become a Dynamic Business](#)
- [Learn about partner solutions available in the Microsoft Dynamics Marketplace](#)

For more information about Microsoft Dynamics, go to www.microsoft.com/dynamics

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