



Delivering a User-Friendly CX with Custom Community Solutions

THE CUSTOMER

The customer is a trusted B2B community of extraordinary independent luxury resorts and hotels. They are a leader in the hospitality industry and have a professional network to manage luxury meetings on behalf of their clients.

THE CONTEXT

The customer was looking to improve the user friendliness of their community on Salesforce Visualforce, to boost engagement levels. Their CX was also suffering as their customers were finding it difficult to navigate to relevant help resources. Additionally, they wanted their customers to register for virtual events with Zoom integration based on a variety of personas and conditions.

THE OBJECTIVE

The customer wanted an interactive and user-friendly UI to attract new customers and retain old ones. They wanted to improve the overall usability of the community by migrating to a new platform with more features. The customer was looking to enhance the management and communication around the RFP process.



Successfully Migrated Their Community To LWC



Improved CX With Better UI



Custom Built a Feature to Improve Search



Enabled The Customer to Link Multiple Properties to a Single RFP

THE SOLUTION



After a thorough analysis of the customer's community and requirements, we suggested integrating a variety of custom solutions in their online community.



Client wanted to migrate to a new community platform for better CX. We helped them combat this challenge by migrating their community to LWC.



Then, we custom-built the 'Saved Search' feature for the customer. Using this feature, users can filter and save the search criteria for quick search results.



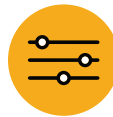
We enabled the customer to link multiple properties to a single RFP. This empowered the planners to manage tasks effectively.



Next, we implemented the 'Create RFP Modal' by enhancing the RFP creation process. With this, the users of the community got the ability to filter their search and view the results on Kanban.



To enable the customer's users to register for virtual events with Zoom integration based on different conditions and personas, we created a custom domain and implemented the URL redirection for every Salesforce page to Lightning.



We improved the customer's existing events' architecture by using metadata. This enabled the customer to display numerous events filtered on the basis of a variety of personas and conditions.



We also converted the customer's design huddle's EDMs from Vanilla to LWC for CDN.

THE OUTCOME

With multiple custom integrations, the customer was able to deliver impeccable customer services to its community members. The users could now easily navigate to their desired help resources in an organized manner. Additionally, the customer was able to make the community dashboard more engaging by displaying content in an interactive manner. This led to an increase in customer acquisition and retention, improving the overall CX.

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SCAN CODE

