CASE STUDY
TaylorMorrison®

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Summary

We implemented Salesforce sales and marketing solutions across all Taylor Morrison divisions that demonstrated significant improvements across the full sales and customer lifecycle as well as enhancements consolidating multiple systems into a single, customizable platform.

The Challenge

Taylor Morrison lacked a foundational and consolidated solution that was imperative to accelerating digital and technology performance across the organization. Their legacy CRM and disparate systems lacked the ability to aggregate data throughout the organization and provided no real-time insight into a holistic picture of customer engagement. Additionally, their legacy CRM did not have the capability to customize the user experience for marketing materials and sales communications, causing a lack of customer engagement and a disconnect from their business values.

The Results

Along with defining new customer journeys, we successfully used Salesforce Pardot, and lead duplication rules and custom lead handling logic to create a complete picture of the customer engagement. We also leveraged Salesforce CPQ to structure home and options data for an optimal user experience, implemented dynamic contracts for a one-touch process, and utilized DocuSign for CPQ to automate the contract execution phase.

Over time, Taylor Morrison noticed significant improvement across the full customer lifecycle with:

- Improved quote-to-contract speed (a decrease from 3 hours to 26 minutes)
- Tailored/personalized marketing communications
- Increased lead volume
- Increased lead quality
- Higher lead conversion rate
- Higher opportunity conversion rate
- Higher average sale price
- Lower cost of customer acquisition

Salesforce Products Incorporated

Sales Cloud Communities	Engage Pardot Docusign	CPQ for Sales & Communities Full ERP Integration

Quote-to-Contract in
26
MINUTES

Taylor Morrison will also be able to reduce their IT application footprint and costs as a result of the consolidation within the platform. This also sets the foundation for future advanced capabilities related to predictive intelligence, proprietary lead scoring, social leads, mobile marketing, dynamic email and web content, guided selling, and partnering communities.

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