



Constructora Bolívar

Case Study



Their Situation

Constructora Bolívar, a leader in Colombia's real estate sector, has been fulfilling homeownership dreams for 39 years. The company has positively impacted over 500,000 residents and built more than 165,000 homes. The company is committed to constructing homes and fostering sustainable and equitable communities.

However, **Bolívar** faced inefficiencies in managing its diverse processes, from customer tracking and sales opportunities to post-sales services. The growing demand for omnichannel communication, data-driven marketing, and streamlined customer service revealed the need for a robust CRM solution. The company embarked on a technological transformation to enhance efficiency and align with its vision for sustainable growth.



The Implementation

Constructora Bolívar selected **Microsoft Dynamics 365 Sales** and **Dynamics Marketing** as the foundation for its transformation. Over 18 months, the implementation integrated Bolívar's virtual model system, accounting platform, and customer service tools into a unified workflow. This comprehensive system supported all customer journey stages, from lead generation to post-sales management.

Incorporating tools like **Power Virtual Agent, Power Apps, Power Automate, Power BI, and Azure Synapse**, Bolívar enhanced data management, omnichannel communication, and process automation. Continuous updates allowed the company to adapt to technological advancements, with 300 new requirements implemented annually.

The collaboration ensured seamless integration across physical and virtual sales channels, housing fairs, and dedicated platforms for international clients. Optimized processes and automated workflows empowered Bolívar to maintain operational efficiency while delivering a consistent customer experience.

The Solution

Microsoft Dynamics 365 transformed Bolívar's operations into a streamlined, customer-focused model. The CRM system managed the entire lifecycle, from client acquisition and sales to property handovers and post-sales services, ensuring consistency and efficiency.

The Omnichannel for Customer Service feature enabled Bolívar to connect with clients via WhatsApp, SMS, and Twitter, significantly enhancing customer engagement. Portals in Dynamics 365 provided real-time customer insights, maintaining a comprehensive history of interactions and opportunities.



Dynamics 365's flexibility and scalability allowed Bolívar to adapt to its growing customer base while avoiding the high costs and complexities of migrating to other CRM platforms like Salesforce. This adaptability made Dynamics 365 the ideal solution for Bolívar's expanding operations.

Benefits

The implementation of **Microsoft Dynamics 365** delivered transformative results for Constructora Bolívar. The company achieved a **25% reduction in chat interactions**, significantly boosting agent productivity and improving response efficiency. Additionally, Bolívar experienced a **50% increase in conversion rates**, reflecting the impact of its optimized sales and marketing strategies.

Streamlined post-sales activities enhanced customer satisfaction, including property handovers and document management. By aligning its operations with Dynamics 365's capabilities, Bolívar improved scalability, operational efficiency, and the ability to respond to customer needs in a competitive market.

Conclusion

Constructora Bolívar's integration of Microsoft Dynamics 365 showcases the power of aligning technology with business goals. By unifying its operations and leveraging tools like Dynamics 365 Sales, Marketing, and Customer Service, Bolívar enhanced customer responsiveness, increased efficiency, and achieved measurable growth. The **25% reduction in chat interactions** and **50% increase in conversion rates** highlight the effectiveness of their transformation.

This comprehensive approach positioned Bolívar as a leader in the real estate industry, demonstrating how the right **CRM solution** drives sustainable success in a competitive market.

