Database Case Study

Overview

Company D is a company that deals with property sales in the UK and abroad, sometimes working with other agents and construction companies .

Problem

They had a large amount of property and clients on their books, visits to the properties needed to be organised as this sometimes meant organising flights and accommodation, literature needed to be sent to prospective clients regarding property that they might be interested in.

The business has a large advertising footprint and has a need to target advertising to where it is most beneficial.

The Brief

To be able track properties and clients, their particular requirements and any interest in the properties, visits to the properties were arranged and needed to be tracked as an enquiry/lead and followed up at a particular time with the ability to set the status of the lead to dead or possible or whatever they chose.

Contact with the clients needed to be tracked in terms of what literature had been sent and when, to avoid duplicate mailings which presents an unprofessional image.

Reporting, mail merge and email merges were desirable as this would be a substantial time saver.

Solution

An Access front end database linked to an SQL server on their server, this was then accessible to all authorised users on the network.

The database was built in MS Access to harness the rapid application design technology and also to take advantage of the office suite interoperability as they needed merge facilities into two other office programs.

We built the database to track all the properties and clients as requested with the ability to track enquiries against the property and also to track client activity.

Advertising tracking was also built in so the marketing budget was directed to the most lucrative advertising portals.

Company D continues to use this database and we continue to alter and update it with new features as when requested.