



LUXURY CUSTOM HOME BUILDER MAKES CUSTOMERS FEEL RIGHT AT HOME WITH SALESFORCE CRM AND MARKETING CLOUD

| BACKGROUND

Starwood Custom Homes is an award-winning custom home builder headquartered in Chandler, Arizona. Founded by two brothers with a dream to help clients design, build, and live their dream, this custom home builder focuses on offering the highest quality craftsmanship coupled with an unmatched client experience.

| CHALLENGE

Starwood Custom Homes (Starwood) has built a reputation for being the top luxury home builder in the valley. From personalized experiences to out of this world craftsmanship, Starwood is dedicated to treating every client as the star of the show. Since its inception in 2012, Starwood has undergone rapid growth. Most of their initial business came from word of mouth as happy clients eagerly provided referrals. Starwood was becoming the go-to custom home builder in the valley. With all of the growth, the need to bring their marketing efforts in-house became clear to Starwood's leadership team.

At the start of 2020, Cassie Vega, Head of Marketing, joined the team and brought a fresh, new perspective. "When I first joined, it was very clear as to why client's chose Starwood time and time again. Starwood genuinely cares about each and every client. However, I saw the need for a more transparent, streamlined process for managing incoming leads, nurturing prospects, and tracking our client journey from start to finish," said Vega. "I quickly identified areas that needed improvement, starting with a brand overhaul, new website design, and updating our marketing collateral."

Vega then set her sights on a digital transformation for the company's sales and marketing efforts, which were mainly handled manually before her arrival. "We were using spreadsheets and email communications to manage leads, which was not ideal," explained Vega.

"We needed a better way to track, pre-qualify, and organize all of our incoming leads and prospects."

"We chose Mastek because they were organized, listened to our problems, and came up with innovative solutions that were tailored to our needs."



Cassie Vega
Head of Marketing



| SOLUTION/RESULTS

The search began for a solution that could help guide them to the next level. After reviewing several vendors, Starwood chose Mastek (Mastek), a leading CRM and marketing automation consulting provider.

“We chose Mastek because they were organized, listened to our problems, and came up with innovative solutions that were tailored to our needs,” noted Vega.

“Our team was really impressed at the amount of personalization and customization that Mastek offered after our initial meeting and consultation. The other companies we interviewed gave generic solutions, and their proposals and plans weren’t specifically tailored to us.”

“Mastek went above and beyond for us. Their project managers, who were skilled in both sales and marketing, ‘spoke our language’ and supported us every step of the way.”



Cassie Vega
Head of Marketing

| FROM THE OLD SCHOOL TO THE MODERN DIGITAL AGE

Starwood’s leadership has always emphasized the importance of a family atmosphere for both staff and customers. With business booming, it was even more important to make sure they kept a personal, one-on-one feel during every interaction.

When leads came, whether by phone, website, or referral, the process was manual and outdated. Starwood knew they needed an easier and way to automate the pre-qualification process and manage incoming leads.

“We had an old school way of going about things before Salesforce. Our sales process needed to be brought into the digital age,” noted Vega. “This is where Mastek came into play. They helped us enter the digital age with Salesforce CRM so we could keep up with the high demand we were experiencing.”

With Salesforce, Starwood’s sales team can easily prequalify prospects and receive those updates instantly from any device. The sales team is thrilled to have all of this automation right at their fingertips. Not to mention, the automation and processes that happen in the background save time and help them build a better relationship with their clients.

“Mastek tailored Salesforce to our unique needs by aligning the solution to exactly how our sales team works. Everything they’ve done for us has truly been a game changer.”



Cassie Vega
Head of Marketing

FLYING HIGH IN THE MARKETING CLOUD

Once everything was set up on the sales side, it was time to focus on marketing and implementing Salesforce Marketing Cloud.

Mastek worked closely with Vega to understand their customer's journey and help build a solution that would meet their exact needs. Custom home building can take months, even years—from getting building permits to finding a lot to obtaining funding. It's a unique experience for each person or family, and there are a multitude of variables and phases. During this often drawn-out process, it is critical to make clients feel that they are being cared for through each phase of the project.

The data relating to prospective leads and our current clients was not available prior to working with Mastek.

Now, Vega can see an overview of all of that information and act on it, which is helpful from a sales and marketing standpoint.

She is thrilled to now have the ability to send out personalized marketing campaigns that are in sync with the home building timeline and nurture Starwood's clients every step of the way. "Our customer journey is night and day compared to what it was previously."

The feedback they've received has been positive as campaigns provide helpful tips and insights during the home buying experience and clients feel connected to the Starwood team throughout the process of building their dream home.



A TRANSFORMATIONAL EXPERIENCE

Starwood is now running on a fully automated sales and marketing system. Vega, who originally focused solely on the company's marketing efforts, has found that her role has transitioned to include assisting on the sales side as well.

"Mastek has made a positive impact on Starwood's success," said Vega. "They've made my sales team's life easier because everything is now automated and tailored to our current sales process. They've also made it possible for us to gain even better insight on our clients and analyze this valuable data to create a more comprehensive strategy within our sales process."

Vega was also impressed with the support they received from Mastek, noting that, "Mastek went above and beyond for us. Their project managers, who were skilled in both sales and marketing, 'spoke our language' and supported us every step of the way."

Starwood's sales and marketing efforts have been completely transformed. By embracing innovative solutions that answered its organizational challenges, the company can offer an experience unlike any other, living up to the company's mission of "family first."

| CHALLENGES

- Manual lead handling
- Inability to automate the lead pre-qualification stage
- Difficult to follow-up on leads to determine their status
- Lack of marketing insights and effective communication tools

| VALUE CREATED

- Marketing automation and cloud-based CRM accessible on any device
- Valuable sales and marketing insights
- Positive and nurturing experience for leads, prospects, and clients
- More time and resources to focus on higher leverage activities

| SOLUTIONS

- Salesforce CRMe
- Salesforce Marketing Cloud

| ABOUT

Mastek is a turnkey & trusted Digital Engineering & Cloud Transformation partner that delivers Innovative Solutions and Business Outcomes for clients in Healthcare & Life Sciences, Retail, Manufacturing, Financial Services, Government/ Public Sector, etc. We enable customer success and business change programs by partnering with enterprises to unlock the power of data, modernize applications to the cloud, and accelerate digital advantage for all stakeholders. Customers Trust Mastek to deliver Business Value with Velocity and we operate in 40+ countries including the UK, Americas, Europe, Middle East, APAC with ~5000 employees. We are in the business of de-complexing Digital and making our clients future-ready with an industry-first approach. For more details, please visit our website www.mastek.com.

