



Casas GEO
Mexico City, Mexico
www.casasgeo.com

Industry:

Engineering & Construction

Annual Revenue:

US\$1.37 billion

Employees:

18,000

Oracle Products & Services:

Siebel Customer Relationship Management
Siebel Analytics
Siebel Contact Center
Siebel Sales

Implementor:

Oracle Consulting

“With Oracle’s Siebel applications, we’ve improved sales administration and control. Casas Geo has had six years of sustained revenue growth of over 18% thanks, in part, to Oracle’s advanced applications.” – José Ramon Busquets Nosti, Corporate Director of Business Systems, Casas GEO

Casas GEO Extends Information Visibility and Improves Administration and Control of Sales

Casas GEO, founded in 1973, develops integrated residential complexes through operations in 33 Mexican cities and 16 states. It is involved in all aspects of design, development, construction, marketing, commercialization, and delivery of housing in Mexico, including public, middle-income, and residential housing communities. In 2007, it sold more than 46,000 homes.

Challenges

- Establish a solid and reliable IT infrastructure to provide information visibility throughout the organization
- Consolidate up-to-date financial information from more than 200 sales offices to improve sales administration
- Make centralized information available in a Web environment for strategic decision making
- Improve client service to increase the company’s productivity and competitiveness

Solution

- Implemented an integrated applications infrastructure with Oracle’s Siebel customer relationship management (CRM) applications, extending information visibility throughout the organization
- Consolidated sales information, allowing for efficient online follow up of sales in 33 cities, improving sales administration
- Centralized up-to-date sales and housing warranty information online, improving levels of customer satisfaction
- Facilitated online client searches and allowed managers to quickly conduct sales status queries
- Accelerated the time required to consolidate information for monthly financial closings from one week to three hours
- Increased the company’s productivity and competitiveness, maintaining sustained revenue increases of 18%