

Prominent Costa Rica Real Estate Developer Implements New CRM Software

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Agency: CRDC



The Costa Rica Development Corporation has announced its application of Microsoft's Dynamics CRM software for the Cerro Fresco sales force, a move that is intended to push the company's customer service to an even higher level.

The Costa Rican Development Corporation's (CRDC) implementation of Microsoft's Dynamics CRM software is paving the way for increased sales and enhanced customer service. The sales force of Cerro Fresco, CRDC's most recent luxury home development, has seen impressive results from the use of this new CRM software.

CRM (Customer Relationship Management) software is used by many sales industries, including real estate. Microsoft's Dynamics is one of the latest CRM software offerings on the market and includes an abundance of features that can be utilized to improve a company's sales, marketing, and customer service processes. An accurate record of each customer, from the first sales contact to the purchase transaction and post-sales contact, is easily created and maintained. Users of Microsoft's Dynamics can measure the results of their sales efforts and track process improvements. Campaign planning, analytics, reporting, lead management, service scheduling, and account management are just a few of the components of this CRM software. Cerro Fresco's Internet Marketing Consultant, Bob Garcia, stated, "This technical enhancement to the Cerro Fresco Costa Rica Real Estate sales force gives this project an even greater advantage over its competitors."

Cerro Fresco (www.cerrofresco.com/) is a high-end, luxury community. The open-air Balinese bungalow villas have become quite popular with investors and retirees, and about sixty percent of the residences are already pre-sold. The Cerro Fresco Web site guarantees "unrivaled client satisfaction", and this includes all phases of the sales process as well as service and satisfaction after the final sale. Microsoft's Dynamics software is an excellent tool for managing each Cerro Fresco customer's account, allowing the salesperson to have detailed and accurate customer information instantly. This results in enhanced customer service and higher customer satisfaction for all Cerro Fresco clients.

The Cerro Fresco development is located in Jaco', Costa Rica, in the popular Central Pacific region. The lavish estates are constructed with quality materials, such as native Costa Rican woods and stainless steel appliances. Cerro Fresco promises "an alluring quality of life experience," and delivers this through its first rate customer service, well-constructed and stylish villas, first class concierge service, and amenities such as an on-site spa and international cuisine restaurant.

The Costa Rican Development Corporation (CRDC), a leader in today's Costa Rica real estate market, specializes in the design and development of luxury residential communities. With an emphasis on total customer satisfaction, CRDC guarantees quality and excellence in their stylish estate homes. CRDC's current developments are Cerro Fresco, Hermosa Highlands, Villas Altas, and Highland Estates. For more information about Cerro Fresco, please visit www.cerrofresco.com/.

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