

Drees Homes

Fort Mitchell, KY



Drees is a family owned and managed company that continues to flourish after more than 85 years in business. Now, it is the nation's 7th largest privately-owned homebuilder, and the 23rd largest overall.



Customer Needs	Approach	Key Success Factors
<ul style="list-style-type: none">• Marketing automation• Task tracking and accountability for Market Managers and Sales Counselors• Business process standardization• Executive visibility of the business	<ul style="list-style-type: none">• Integrate JDE, Oracles Sales Cloud and Oracle Marketing Cloud• Establish a single sales cycle• Data hub for shared communication across sales, marketing, and service	<ul style="list-style-type: none">• Executive insight with dashboards and reports• Timely activity tracking for Market Managers and Sales Counselors to manage their business• Real-time view of clients across all regions and business units
<ul style="list-style-type: none">• Personalized emails• 360° customer view	<ul style="list-style-type: none">• Timed email communication based on client interaction and response	<ul style="list-style-type: none">• Sales Cloud reports in a single location• Simple, yet effective, marketing campaign management

	Onsite – 3 Offsite – 3
	Fort Mitchell, KY
	Completed
	<ul style="list-style-type: none">• Oracle Sales Cloud• Oracle Marketing Cloud• JDE Integration Framework