

BLUEGREEN VACATIONS BOOSTS REVENUE THROUGH SMARTER LEAD NURTURING

Learn how Bluegreen Vacations, a private vacation ownership company covering 60+ resorts in 40 destinations across the U.S., drives revenue by standardizing data in a single, unified application.

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\$1M

savings per month

\$12M

net revenue increase

THE CHALLENGE

Nurturing marketing leads without a centralized 360° customer view

Bluegreen Vacations used eight separate internal and external systems to collect and upload customer information. Although these systems allowed for data import and export, there was no way to merge or detect duplicates. The result? The same marketing leads sometimes got targeted more than once making it difficult for marketing and sales to properly handle, let alone nurture qualified leads.

BUSINESS NEED

Consolidating data and providing a 360° customer view in a single, unified application

The marketing and sales teams realized the need for a single, unified application that consolidated the information on each lead so they could avoid wasting millions of dollars and thousands of hours on ineffective outreach.

HOW OZ HELPED

Centralizes all customer data on a single, unified platform

OZ created a unified platform by leveraging Intelligent Automation (IA) and data analytics to streamline data flow and automate processes by extracting and standardizing data. The Microsoft-enabled solution integrated the existing CRM with other core systems, including its Aprimo Marketing Automation tool. The new system now intelligently checks and verifies all the data added to the CRM, detecting errors early and merging duplicate entries through IA to ensure each entry is accurate and unique. When marketing to leads now, all that the marketing teams have to do is access a prospect's centralized record. They're better able to run targeted campaigns and identify new revenue streams while managing costs and risks to drive profitable growth.

IMPACT

Streamlined operations, increased conversions

The new platform simplifies lead identification and nurturing by only targeting prospects with the highest purchase intent. It has reduced the costs of running marketing campaigns along with several other advantages, including:

- Increasing conversions resulting in an ROI of \$1 million per month
- Streamlining and automating operations
- Eliminating duplicate records and inaccurate information, regaining lost leads, and converting them into sales opportunities

 **bluegreen**vacations

COMPANY

Bluegreen Vacations

HEADQUARTERS

Boca Raton, Florida

INDUSTRY

Travel & Hospitality

EMPLOYEES

5,000

FEATURED SERVICES:

App Innovation

Data & Analytics

Intelligent Automation