

# CASE STUDY

DGT Logo

## Enterprise AI Transformation:

### How a Leading Middle East Luxury Hotel Chain Achieved Operational Excellence with Agentforce

#### EXECUTIVE SUMMARY

A prominent luxury hotel chain with 24 properties across the UAE, Saudi Arabia, and Qatar sought to transform their sales and customer service operations while maintaining their reputation for exceptional guest experiences. Facing increasing competition and changing customer expectations, they needed a solution that could deliver enterprise-scale results without the lengthy implementation timelines of traditional approaches.

Dawn Digital Technology (DGT) implemented our proprietary Agentforce framework, delivering measurable improvements across key performance indicators while maintaining rigorous security and governance standards.

#### KEY RESULTS

Results Graphic

- **37% increase** in sales team productivity
- **42% reduction** in customer service response time
- **28% improvement** in lead conversion rates
- **ROI achieved within 5 months** of implementation

#### CLIENT PROFILE

**Industry:** Luxury Hospitality

**Size:** 24 properties, 4,800+ rooms

**Annual Revenue:** \$780M USD

**Employees:** 3,200+

**Locations:** UAE, Saudi Arabia, Qatar

**Technology Environment:** Salesforce Sales Cloud, Service Cloud, Experience Cloud, Oracle ERP, proprietary PMS

## CHALLENGES

The client faced several critical challenges that were impacting their ability to maintain market leadership:

- **Fragmented Customer View:** Customer data was siloed across multiple systems, preventing a unified view of guest preferences and history.
- **Manual Sales Processes:** Sales teams spent 60% of their time on administrative tasks rather than building relationships with potential guests and corporate clients.
- **Inconsistent Service Delivery:** Response times to customer inquiries varied significantly across properties and channels.
- **Limited Analytics Capabilities:** Inability to leverage customer data for personalized marketing and service delivery.
- **Integration Complexity:** Previous attempts to address these issues had failed due to complex integration requirements and lengthy implementation timelines.

## SOLUTION: AGENTFORCE IMPLEMENTATION

DGT implemented our Agentforce framework, which combines AI-powered automation with enterprise-grade Salesforce optimization. The implementation followed our proven methodology:

### 1. Enterprise Assessment & Strategy (Weeks 1-2)

- Conducted comprehensive analysis of existing systems and processes
- Mapped integration requirements across all platforms
- Developed governance framework aligned with regional data regulations
- Created implementation roadmap with clear milestones and KPIs

### 2. Agentforce Configuration & Integration (Weeks 3-8)

- Deployed custom Agentforce components within Salesforce environment
- Implemented secure API integrations with Oracle ERP and property management systems

- Configured AI models for Arabic and English language processing
- Established real-time data synchronization across platforms

### **3. Enterprise Deployment & Governance (Weeks 9-12)**

- Rolled out solution across all 24 properties using phased approach
- Implemented rigorous security protocols exceeding industry standards
- Established monitoring and governance framework
- Conducted comprehensive training for all user groups

## **ENTERPRISE IMPLEMENTATION APPROACH**

What differentiated this implementation from traditional SI approaches was DGT's enterprise methodology:

### **1. Rigorous Governance and Security Protocols**

- Implemented role-based access controls aligned with organizational hierarchy
- Deployed encryption for all sensitive customer data
- Established comprehensive audit trails for all system activities
- Ensured compliance with GDPR and local data protection regulations

### **2. Seamless Integration with Existing Systems**

- Created bidirectional data flows between Salesforce and Oracle ERP
- Implemented real-time synchronization with property management systems
- Developed custom APIs for legacy systems integration
- Maintained system performance standards throughout integration process

### **3. Rapid Time-to-Value Compared to Traditional SI Timelines**

- Achieved initial deployment in 12 weeks vs. industry average of 9+ months
- Utilized agile methodology with 2-week sprint cycles
- Implemented value-first approach, prioritizing highest-impact features
- Delivered ROI within 5 months of project initiation

## **DETAILED RESULTS**

### **Sales Productivity: 37% Increase**

- Reduced administrative time by 68% through intelligent automation

- Increased qualified lead generation by 42% through AI-powered prospecting
- Improved proposal creation efficiency by 56% with automated document generation
- Enhanced territory management with AI-optimized routing and scheduling

## **Customer Service Response Time: 42% Reduction**

- Decreased average first response time from 4.2 hours to 2.4 hours
- Reduced case resolution time by 38% through intelligent case routing
- Automated responses to common inquiries, handling 47% of initial contacts
- Improved first-contact resolution rate by 32%

## **Lead Conversion: 28% Improvement**

- Enhanced lead scoring accuracy by 43% through AI-powered analytics
- Increased personalized follow-up by 62% through automated but customized communications
- Improved lead nurturing effectiveness with behavior-triggered workflows
- Reduced lead leakage by 58% through enhanced tracking and accountability

## **CLIENT TESTIMONIAL**

"DGT's Agentforce implementation has transformed our operations while maintaining the high standards our luxury brand demands. Unlike previous technology initiatives that promised much but delivered little, DGT's enterprise approach ensured we achieved measurable results quickly without compromising on security or governance. The 37% increase in sales productivity alone has delivered significant ROI, while the improvements in customer service have enhanced our guest experience across all properties."

— Chief Information Officer, Leading Middle East Luxury Hotel Chain

## **ABOUT DAWN DIGITAL TECHNOLOGY**

Dawn Digital Technology (DGT) is an AI-first consulting and services company dedicated to accelerating digital transformation through innovative, automation-led strategies. We combine deep industry knowledge with cutting-edge AI tools, Salesforce expertise, and business process optimization to unlock performance, reduce operational inefficiencies, and create new value streams.

Our Agentforce framework represents the culmination of our experience implementing AI-powered solutions across industries, delivering enterprise-grade capabilities with implementation timeframes 60% faster than traditional system integrators.

## CONTACT INFORMATION

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