



RingCentral Supports World's Largest Tenant-based Commercial Real Estate Company with Cloud Communications

Enables mobile workforce, global expansion, integrated into Salesforce.

Company profile

Cresa is the world's largest tenant-based real estate firm. The company handles approximately 5,000 commercial real estate transactions each year for clients in 61 different industries across 776 cities globally.

Year founded

1993

Website

cresa.com

Headquarters

Boston, MA

Size

1,000+ employees

“RingCentral brought together the communications piece, the meetings piece, the collaboration space, as well as supporting faxing, which is still used today in our industry.”

“One of the reasons why we chose RingCentral is it actually gave us a single platform. We now have everything digital, web-enabled, and available anywhere no matter where our brokers are, which is a big mobility piece for us. The RingCentral mobile app has turned their smartphones into their mobile offices.”

Cresa's business model emphasizes customer service, which means its employees rarely spend all day in their offices. “I'd say 60–70% of the time, our brokers and project managers are out on the road meeting with customers and doing site tours,” says David Nuss, Senior Vice President of Technology at Cresa.

Supporting mobility and attracting clients in high-tech

Nuss's goal is to make their data available to them at all times. Cloud-based solutions are a big part of his strategy, so when he decided to upgrade the company's communications platform, cloud-based was an important criteria.

Nuss's additional incentive to move Cresa off older communications tools was to better attract high-tech clients. “Technology companies are the fastest-growing market for commercial real estate, and our industry has historically not been big on embracing technology,” Nuss explains. “I want to show that we are not an old, stodgy real estate company. One way of doing this is to use the same platforms the tech companies are using.”

Smartphones are now mobile offices

Nuss chose RingCentral as Cresa's communications platform “because it provided a single solution for a lot of diverse platforms. RingCentral brought together the communications piece, the meetings piece, the collaboration space, as well as supporting faxing, which is still used in our industry.”

Another reason was RingCentral's support for the mobile workforce. “The RingCentral mobile app is key because it lets our brokers

be reachable at any time on their mobile phones,” Nuss explains. “They can receive faxes, handle meetings, take phone calls, and actually dial out from whatever number they want—their direct number, their trunk line, or their cell phone number. The RingCentral mobile app has turned their smartphones into their mobile offices.”

The RingCentral integration with Salesforce was also important to Nuss because it provides insight into the business that Cresa didn't previously have. “Every call, every note, every activity and its result gets captured in Salesforce,” Nuss says. “We can use that data to make decisions about where we put resources and how we support our customers. RingCentral is a great tool for that.”

RingCentral supports a global expansion

RingCentral is the perfect communications platform for Cresa as it grows. “At times, we have offices we have to turn up with only days' to weeks' notice,” Nuss says. “We no longer have to source the infrastructure, put it in place, configure it, and turn it on. The fact that RingCentral is cloud-based lets us turn it on in an instant.”

RingCentral Global Office extends this advantage to the overseas offices. “RingCentral Global Office matches up with the countries we're in today and countries that we look to be going into in the future. As we grow our footprint, we have confidence that RingCentral is there to support us,” Nuss adds.

“RingCentral is definitely a key to the evolution of Cresa right now,” Nuss concludes. “It allows us to interact with our customers anywhere, anytime, anyplace.”