

SALESFORCE CASE STUDY

Privé Hospitality Group × Modeverse

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Bringing One Connected System to a World Built on Discretion

ABOUT PRIVÉ HOSPITALITY GROUP

Privé Hospitality Group is a relationship-driven lifestyle management company serving athletes, founders, executives, and family offices. Through Privé Travel, Privé Dining & Nightlife, Privé Access, Privé Residences, Privé Experiences, Privé Marketing, and Privé Art, the firm gives its members access to the inaccessible, handling every detail of a member's lifestyle with precision and complete discretion.

THE CHALLENGE

Privé's members expect every request, whether a same-day dinner reservation, a last-minute private flight, or a discreet art acquisition, to be handled instantly and personally. But as the membership base grew across travel, dining, access, residences, experiences, marketing, and art, member requests and preferences were tracked across individual inboxes, calls, and notes. There was no single view of a member's history, preferences, or open requests across every Privé service line, making it harder to deliver the seamless, anticipatory service the brand is built on as the team and member base scaled.

THE SOLUTION

Modeverse partnered with Privé Hospitality Group to build a Salesforce environment designed around discretion, speed, and a single view of every member. The engagement included:

- A unified member profile in Salesforce capturing preferences, history, and open requests across every Privé service line, so any team member can pick up a request with full context.
- Automated request and case routing so a member's ask, whether travel, dining, access, or art, reaches the right specialist team immediately, with nothing sitting unseen in an inbox.
- A private, permission-based view of sensitive member data, keeping information visible only to the team members who need it, in line with the discretion Privé promises its members.
- Custom dashboards giving leadership a real-time view of request volume, response time, and service quality across every Privé division.
- Streamlined internal handoffs between Privé Travel, Dining & Nightlife, Access, Residences, Experiences, Marketing, and Art, so a single member's needs across divisions stay connected instead of siloed.

THE RESULTS

With a unified Salesforce foundation, Privé's team now serves every member from a single, complete view, no matter which service line a request touches. Requests are routed instantly to the right specialist, sensitive member details stay protected, and leadership can see service performance in real time. The result is a system built to match Privé's promise: faster response, deeper personalization, and the same white-glove discretion members expect, now backed by a connected platform instead of disconnected inboxes.

Unified	*Instant*	*Protected*
MemberProfiles	Request Routing	MemberDiscretion

> ***"A member's request shouldn't feel like a request. It should feel like it was already taken care of."***

The philosophy behind Privé's Salesforce-powered member experience

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ABOUT MODEVERSE

Modeverse is a Salesforce consulting agency helping companies design, build, and optimize Salesforce environments that fit the way they actually work, from Sales Cloud and Service Cloud to Experience Cloud and custom integrations. We partner with our clients from strategy through implementation and ongoing support.

Want to see what Salesforce could do for your organization? Get in touch with Modeverse to start the conversation.