

Z O H O

# ZOHO CRM IMPLEMENTATION FOR THE TILES INDUSTRY



# Client Profile

They are a leading brand in the tile industry. They produce ceramic tiles, vitrified tiles, wall tiles, floor tiles, and digital tiles for various applications in your home and office. They have a production capacity of close to 30 million square meters from the three plants. They opened their plant in various cities across India to ensure International style displays and a pleasurable experience for prospective customers.

## Current Landscape

As the client business grows organically, the client was not using any tool other than Microsoft Excel to manage lead distribution among team members and track the status of the same.







# Project Background

The client needed a clear and efficient system to manage lead generation, follow-ups, deal tracking, closures, and order management. Their manual processes made it hard to track leads, ensure timely follow-ups, and manage orders smoothly, which impacted their overall efficiency.

CRM Master's Infotech implemented the Zoho CRM Blueprint to simplify and automate these processes. This solution provided a step-by-step framework for handling leads and orders, ensuring nothing was missed and every stage was handled correctly.

## Industry we served

Tiles

## Region

New Delhi, India

## Technology we used





# CHALLENGES FACED BY OUR CLIENT

## 1. Inefficient Sales Process

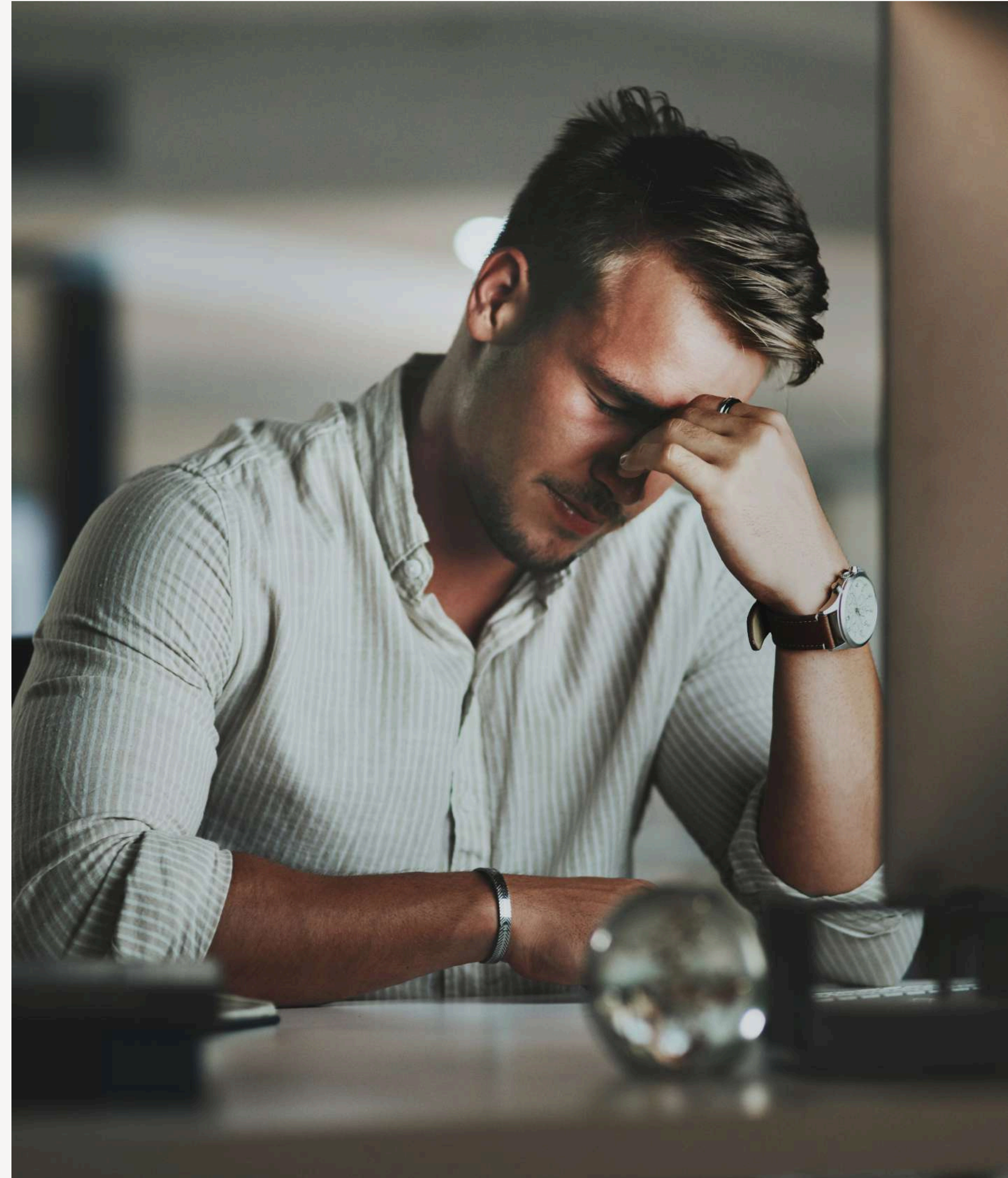
The absence of a centralized Sales system led to inefficient sales processes. This lack of coordination among sales teams resulted in missed opportunities and reduced overall productivity.

## 2. Limited Customer Insights

They need help obtaining comprehensive visibility into customer information and preferences. It limited their ability to deliver personalized experiences and execute targeted marketing campaigns, ultimately impacting customer satisfaction and retention.

## 3. Inefficient Lead Management

With a well-thought-out lead management system, they found it easier to capture, track, and prioritize leads, leading to lost sales opportunities and misallocation of resources.







# SOLUTION PROPOSED

➤ Zoho CRM Implementation

➤ Facebook Integration

➤ BluePrint Implementation

➤ Whatsapp Integration



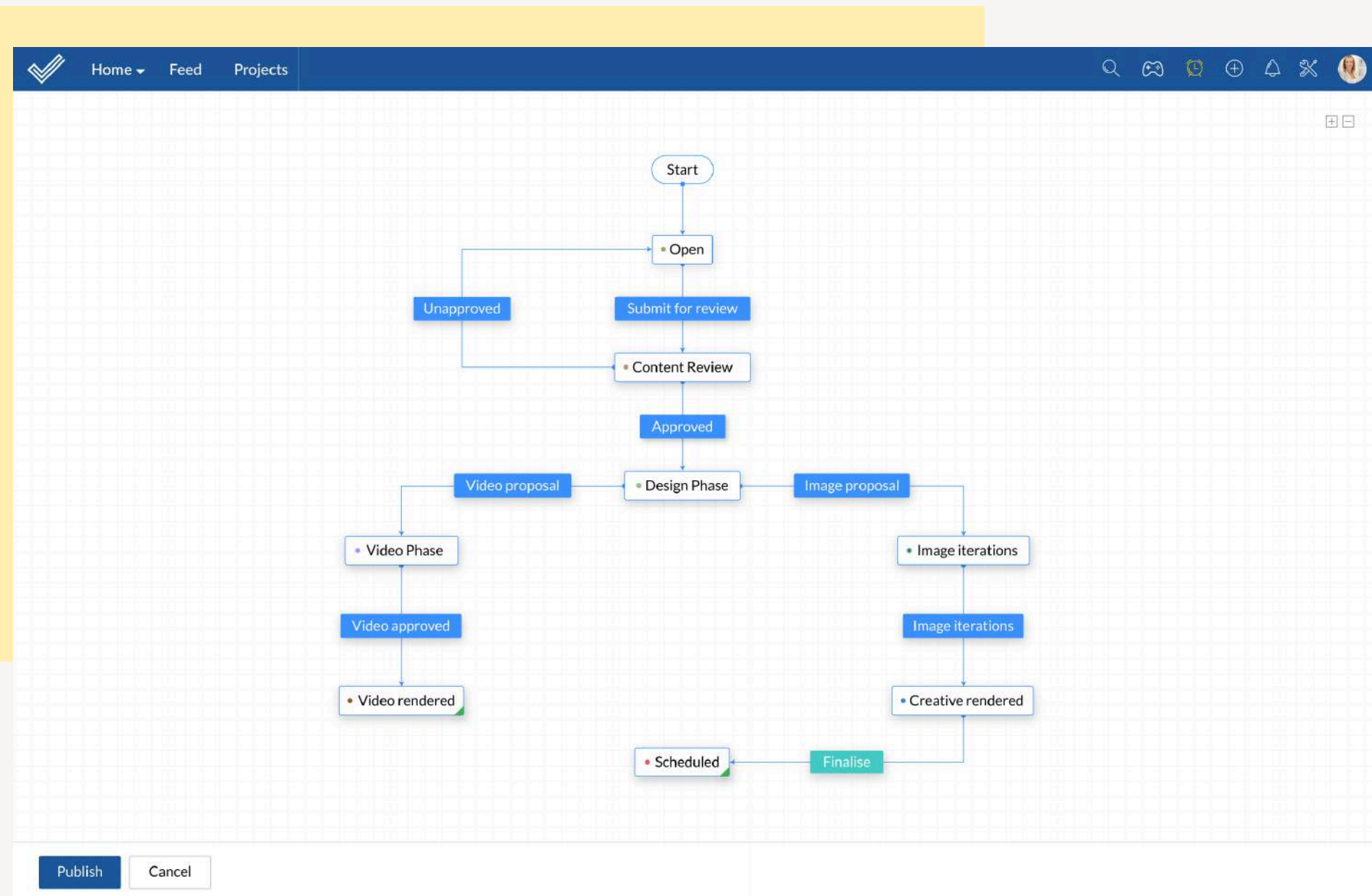
Deal Name	Amount	Stage	Closing Date	Account Name
Sigma Corporation	\$ 340,000.00	Qualification	05/31/2024	Sigma Corporation
Scriptorium - New York	\$ 540,000.00	Qualification	04/18/2024	Scriptorium
Commercial Press - Miami	\$ 500,000.00	Qualification	04/26/2024	Commercial Press
Maithili Inc	\$ 120,000.00	Negotiation/Review	03/17/2024	Maithili Inc
King - Mariner	\$ 230,000.00	Needs Analysis	03/17/2024	King
King	\$ 600,000.00	Identify Decision Makers	03/17/2024	King
Truhlar And Truhlar Attys	\$ 450,000.00	Identify Decision Makers	03/17/2024	Truhlar And Truhlar
Commercial Press	\$ 450,000.00	Value Proposition	03/17/2024	Commercial Press
Morlong Associates	\$ 350,000.00	Value Proposition	03/17/2024	Morlong Associates
Chapman	\$ 700,000.00	Proposal/Price Quote	03/17/2024	Chapman
Printing Dimensions	\$ 250,000.00	Value Proposition	03/17/2024	Printing Dimensions
Feltz Printing Service	\$ 450,000.00	Identify Decision Makers	03/17/2024	Feltz Printing Service
Chemel	\$ 700,000.00	Needs Analysis	03/17/2024	Chemel
Chanay	\$ 550,000.00	Identify Decision Makers	03/17/2024	Chanay
Benton	\$ 2,500,000.00	Qualification	03/17/2024	Benton

# 1. Zoho CRM Implementation

We implement the Zoho CRM with the existing systems, allowing them to manage their sales data. With the help of Zoho CRM, we manage their lead process accurately and handle all things smoothly from lead to deal.

# 2. BluePrint Implementation

The team of CRM Master’s Infotech integrated the Blueprint feature within Zoho CRM, which allowed them to establish a standardized sales process. The blueprint feature provides step-by-step guidance to sales representatives, ensuring consistency and adherence to best practices throughout the sales process. This results in improved efficiency, reduced errors, and increased customer satisfaction.



All Leads ▾

Import

FILTER LEADS BY

- Lead Name
- Lead Status
- Lead Source
  - is
  - Facebook

Apply Filter Clear

	LEAD NAME	COMPANY	EMAIL	LEAD SOURCE
<input type="checkbox"/>	<input checked="" type="checkbox"/> JUL 13 Thomas Gibson	Initech	thomas@initech.com	Facebook
<input type="checkbox"/>	Dante	DMC Inc	dante@dmcinc.com	Facebook
<input type="checkbox"/>	<input checked="" type="checkbox"/> JUL 19 Shawn Michael	Tarnate Inc	shawn.mk@tarnate.com	Facebook
<input type="checkbox"/>	Niko Francis	Zuhu Company	shawn.mk@tarnate.com	Facebook
<input type="checkbox"/>	Jones Rack	Redeker	jonesrack@redeker.inc	Facebook
<input type="checkbox"/>	Carissa Batman	Oh My Goodknits Inc	carissa@ohmygoodnits.inc	Facebook

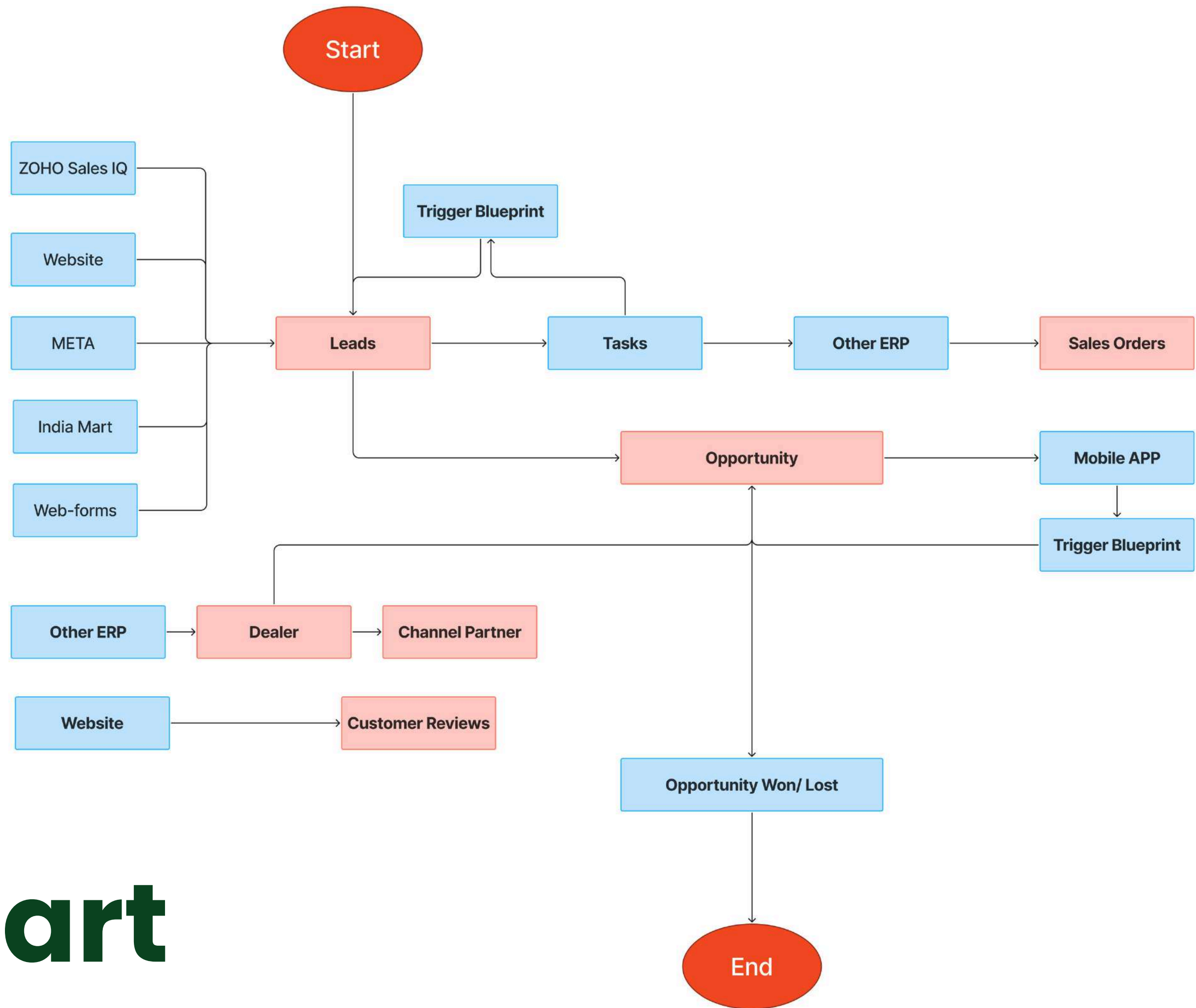
### 3. Facebook Integration

We have integrated Facebook and reconnected with their CRM system, and they gained the targeted marketing campaigns, lead generation, social media listings, and customer interaction by synching Zoho social with their CRM.

### 4. Whatsapp Integration

We have integrated Whatsapp with their CRM system so that they can create personalized communication, transactional messaging, and broadcast lists on WhatsApp. With this integration, when a particular stage of the deal changes, they receive a text message in their WhatsApp for lead information.



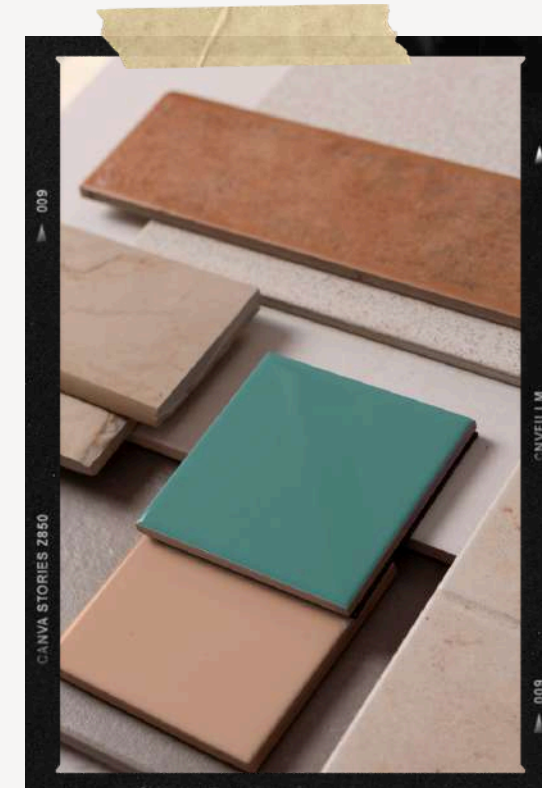


# Flow Chart





# RESULTS

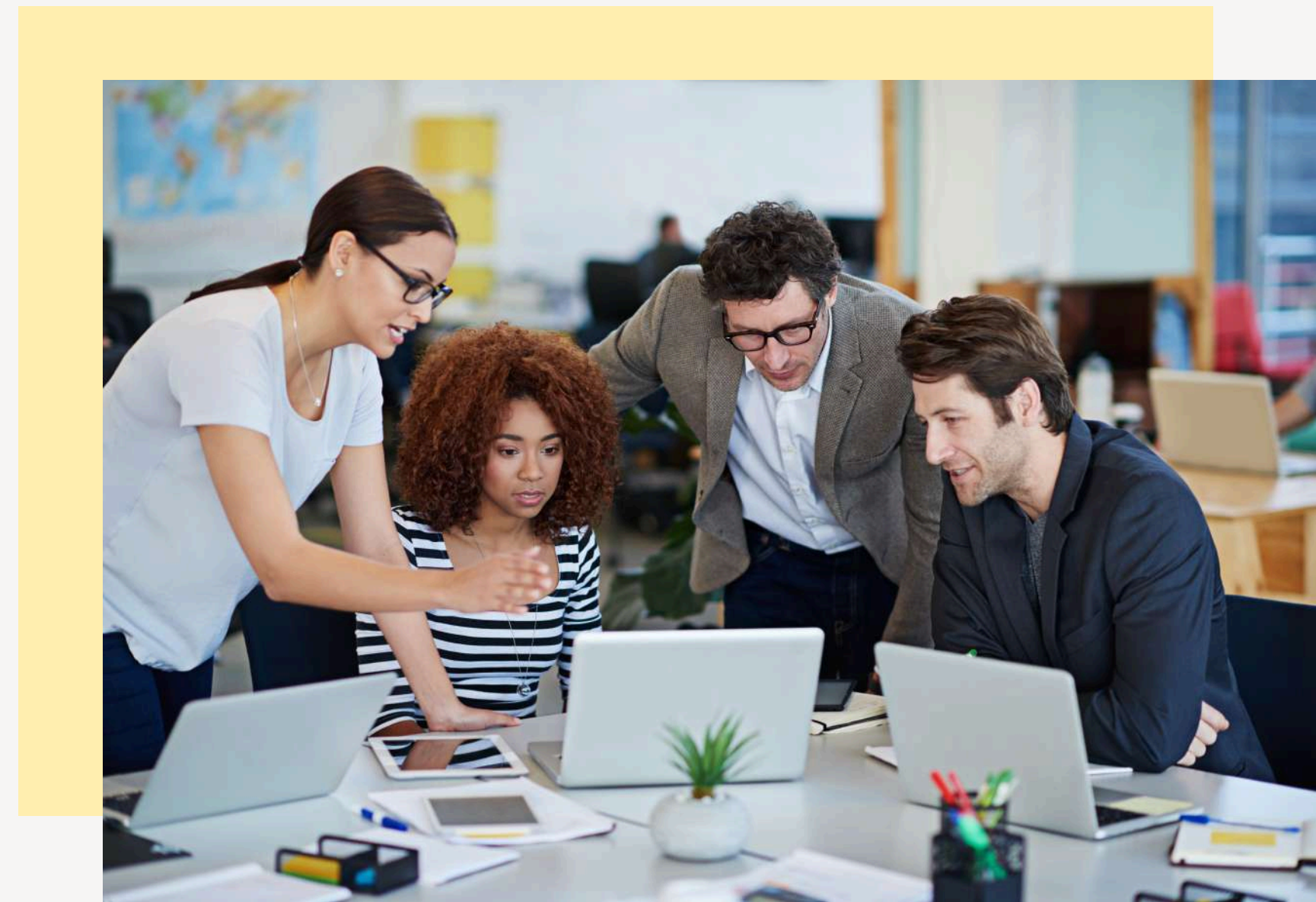






## 1. Lead Management Optimization

By centralizing and automating the lead management process, CRM Masters were able to implement custom lead scoring parameters that allowed them to prioritize the best leads and assign them to the right sales reps.



## 2. Streamlines Sales Process

We provide solutions with the help of Zoho CRM and automate their lead management, ensuring lead qualification and tracking. This solution helps in response time and improves conversion rate.





### 3. Account and Contact Management

We provide a consolidated view of customer accounts and contacts with the help of Zoho CRM. This enhanced visibility enabled their sales team to understand customer needs better, resulting in more personalized interactions and improved customer satisfaction.

### 4. Deal Management

CRM Master's helps them gain better control over their sales pipeline. The platform facilitated efficient tracking and management of deals, ensuring timely follow-up and increased conversion rates.







## 5. Reports and Dashboards

We leveraged the robust reporting and dashboard capabilities of Zoho CRM to create customized reports tailored to their specific requirements. The following reports were implemented:

- **Agent Wise Target Reports**

To track the performance of their sales agents, we created agent-wise target reports. These reports provide an overview of each agent's assigned targets, actual sales achieved, and performance.

- **Monthly Qualified Leads**

Tracking Qualified leads is crucial for their sales team. Our team worked and developed monthly qualified leads reports that displayed the number of leads generated each month, the source of these leads, and the conversion rates. This report enabled them to analyze the effectiveness of its lead generation strategies and make data-driven decisions to optimize its marketing efforts.

- **Total Active Leads**

To monitor the overall performance of the sales pipeline, we implemented a total active leads report. This report provides real-time visibility into the number of active leads. By tracking the progression of leads through the sales cycle, they could identify bottlenecks and take proactive measures to improve conversion rates.

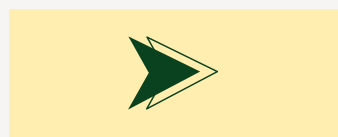
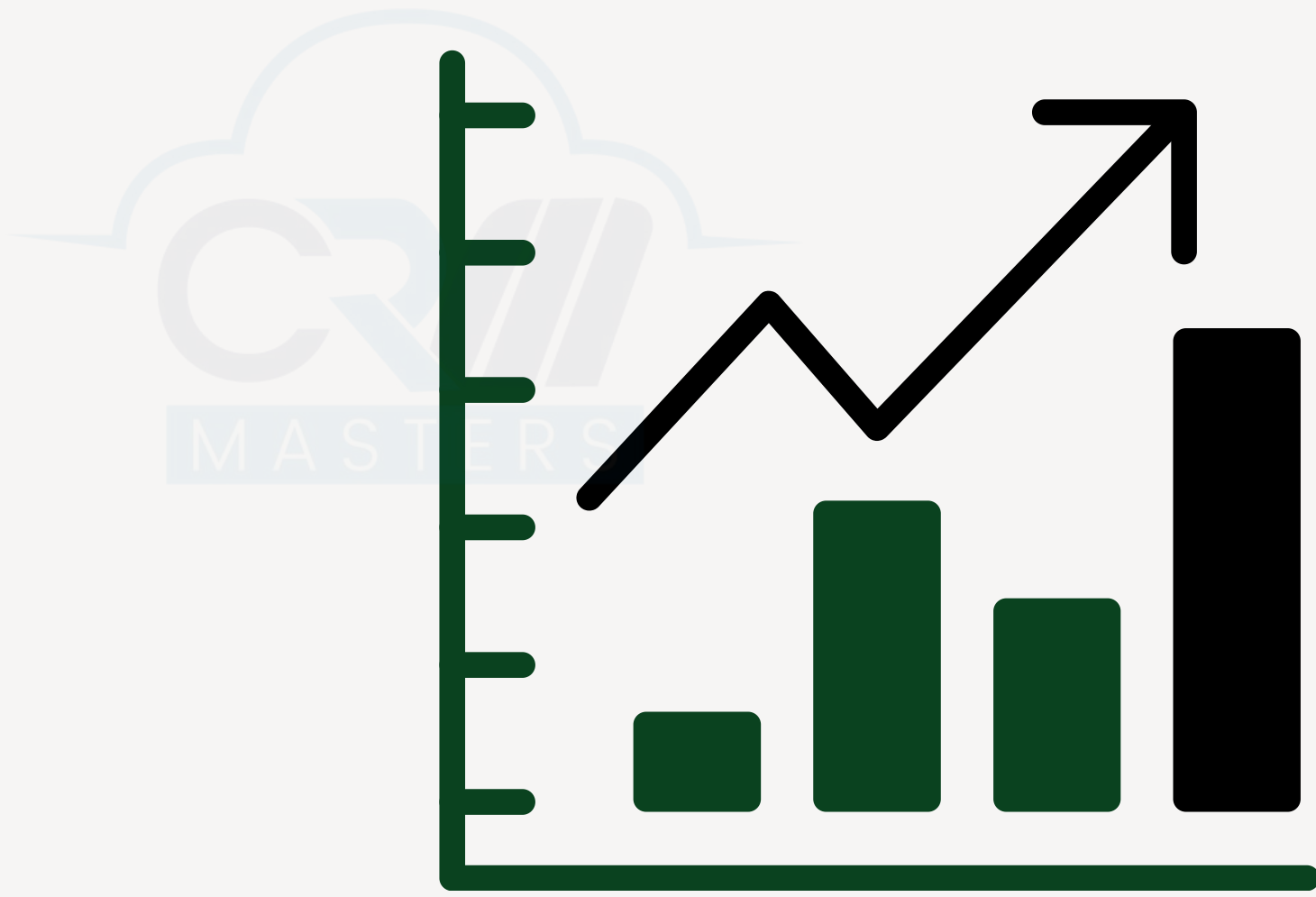
- **Deal Without Tasks**

Managing tasks and follow-ups is crucial for closing deals. We created deals without task reports, which highlighted deals that did not have association tasks. This report improves their sales productivity.

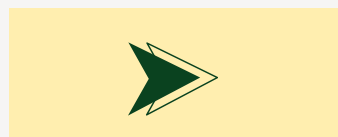
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**95%** Increase in Lead generation



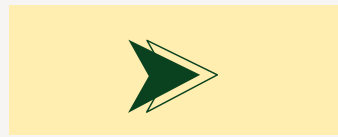
**90%** Streamlined Sales Process



Manage Reports and Dashboards



**80%** Improvement in deal management



**90%** Customer Trust increases







# ABOUT CRM MASTERS INFOTECH

ENABLING GROWTH THROUGH  
DIGITAL TRANSFORMATION

We are a CRM consultant company, Known as the Zoho Premium Partner. With over 8 years of experience and more than 2000+ successful projects, we have a proven track record of helping businesses optimize their workflows and boost growth. Our team of 75+ expert developers specialize in delivering top-notch CRM integrations, and tailored business solutions to meet our client's needs. If you've faced challenges with a non-responsive CRM system, CRM Masters will customize it to meet your specific needs, ensuring sales and revenue growth.







# LET'S CONTACT



## OFFICE LOCATION

529-532, Fifth Floor, Vipul Trade Center, Sector 48, Gurugram, Haryana 122018



## EMAIL ADDRESS

[info@crm-masters.com](mailto:info@crm-masters.com)



## PHONE NUMBER

UK:- +44 20 4578 1518 USA:- 1800-673-0918

India:- +91 9810824033

**Schedule an Appointment**

