

Alimentos de Mi Tierra implement Zoho apps, Automated processes and integrated with Quickbooks to Enhance business operations and

About Alimentos de Mi Tierra

Alimentos de Mi Tierra is a food production firm dedicated to bringing authentic Latin American flavours to the international market.

With a focus on premium, traditional foods, the company sells a diverse selection of products inspired by Latin America's rich culinary traditions, including salsas, seasoning, tortillas, ready-made meals, and snacks.

The Company ensures the authenticity and quality of each product by partnering with reputable suppliers and using fresh, locally sourced ingredients.

Their commitment to local farms and sustainability exemplifies their environmental and community responsibility beliefs. Whether in retail or food service, the brand aims to make Latin American cuisine accessible to consumers all over the world by emphasising authenticity and ease of preparation.

The Firm has built a devoted consumer base that values the authentic taste of Latin American cuisine.

The Challenge

Lacking a reliable CRM to manage leads and inquiries, a company's development, efficiency, and customer happiness could be compromised. Here are the major issues they may face:

Without a CRM, it is hard to collect, track, and manage leads in food product companies.

Leads can be lost due to unorganised records in emails, spreadsheets, or physical notes. This can result in missed sales opportunities or failure to follow up with potential consumers in a timely fashion.

Without centralised lead management, the business may mistakenly approach the same leads again, causing confusion, inefficiency, and a negative impression among potential clients.

Without automatic reminders or notifications, sales or customer service representatives run the danger of missing follow-up opportunities, which could result in lost sales or disgruntled customers.

Sales staff would struggle to get client data without a CRM, which might lead to fewer personalized and generic communications. This can harm customer relationships and reduce conversion rates.

Also the Company use Quickbooks for Billing and Invoices and it was not integrated with any CRM so it is hard for sales people to create the billing and invoices for their client. This cause operation complicated.

The Solution

The company installed Zoho CRM, which we adapted to meet their specific needs. Custom fields, workflows, and modules were created to monitor client interactions, the sales pipeline, and service delivery.

Automated lead assignment and follow-up reminders saved manual work, ensuring that no leads or client interactions were overlooked.

The client communication history was automatically logged, giving sales and customer service teams a comprehensive perspective of exchanges.

Automated client onboarding workflows streamlined the process from initial contact to project delivery, saving time and reducing human error.

A QuickBooks interface was created with Zoho CRM and other company systems, allowing customer data to flow effortlessly between the two platforms.

Invoicing was automated, so when a deal was concluded in Zoho CRM, an invoice was created in QuickBooks, ensuring accuracy and timeliness.

Zoho Analytics integrates with Zoho CRM and QuickBooks to give real-time company intelligence, including dashboards and statistics on sales success, customer behaviour, billing, and financial health.

Customizable reports enabled leaders to monitor indicators such as sales conversion rates, average deal size, client acquisition costs, and accounts receivable. This provided decision-makers with the insights they needed to change their tactics immediately.

Benefits

- Streamlined Lead and Customer Management
- Improved Sales Pipeline and Forecasting
- Enhanced Analytics and Data-Driven Insights
- Seamless Financial Management
- Improved Reporting and Financial Visibility
- Time and Cost Savings
- Scalability and Growth
- Improved Customer Experience

About Tangible Analytics Consulting

Tangible Analytics Consulting is a management consulting firm; we provide specialized consulting services, software, research, and outsourced grant writing and administration to government institutions and decision makers. We emphasise the data to develop strategy which has been shown to assist clients achieve specific goals and improving process efficiency. Our skilled staff tries to provide personalized, sensible solutions in a timely and high-quality manner.

We made contracts with municipalities and corporations to provide the best customer service and most effective Zoho Integrations or custom applications. As an Zoho partner, we've developed over 30 custom applications, become certified in a number of Zoho programs, and assisted over 70 clients with system integrations, including off-the-shelf solutions like Zoho One, and integrations with other third party services via rest API.