

Budderfly Inc enhances its business operations using the Zoho One Suite, which includes custom solutions

About Budderfly Inc.

Budderfly Inc. specialises in energy-saving solutions for commercial and industrial clients. By conducting detailed energy audits and implementing tailored improvements, the company helps businesses lower energy usage and costs while promoting sustainability and reducing carbon footprints.

The Challenge

Budderfly faced operational inefficiencies, including fragmented lead processing, disjointed departmental tools, and limited data integration. These issues hindered sales productivity, centralised project management, and customer satisfaction. A unified, efficient platform was essential to streamline operations, improve call center performance, and optimize task handling.

The Solution

Tangible Analytics Consulting implemented the Zoho One Suite, integrating CRM, Desk, Creator, and Flow alongside external accounting software to automate and unify operations. Key solutions included:

1. **Zoho CRM:** Streamlined lead management by automating collection from multiple sources and enabling faster responses through automated follow-ups via email and SMS. Integrated with a dialer, it automated calls, improved call quality through tracking and analytics, and supported training and strategy refinement.
2. **Zoho Desk:** Enhanced call center operations, reducing response times and centralising customer interactions for improved service delivery.
3. **Zoho Creator:** Delivered a custom application to track solar project data, creating a centralised portal for sales teams and customers to access project status and documentation.
4. **Zoho Flow:** Automated repetitive processes, integrating CRM with email marketing, project management, and external accounting systems for seamless workflows.
5. **Zoho Campaigns and Mail:** Enabled targeted, data-driven marketing campaigns to improve customer engagement.
6. **Post-Setup License Management:** Tangible provided ongoing hands-off management of Zoho licenses, allowing Budderfly to focus on core business operations.

Results

The integration of Zoho One Suite delivered measurable benefits:

- **50% Improvement in Call Center Efficiency:** Optimized call handling and reduced missed customer inquiries.
- **30% Increase in Sales Team Productivity:** Automated processes saved time and improved lead follow-ups.
- **Centralized Data Management:** Enabled collaborative access across departments, eliminating data silos.
- **Enhanced Customer Experience:** The custom portal and streamlined communications improved client satisfaction.

- **Actionable Insights:** Data-driven dashboards and reports empowered leadership to make informed decisions.
- **Targeted Marketing Success:** Email campaigns increased customer engagement by 20%.

Budderfly's operational transformation underscores the effectiveness of the Zoho One Suite in creating streamlined, scalable, and customer-focused business processes.

About Tangible Analytics Consulting

Tangible Analytics Consulting is a leading management consulting firm specializing in Zoho integrations, custom applications, and data-driven strategies. With expertise in over 70 successful system integrations, Tangible delivers scalable, high-quality solutions that drive efficiency and measurable outcomes for clients.