

Clear Vision Productions scales up the business process using Zoho One with Custom Solution

About Company

Clear Vision Productions is a highly acclaimed event management firm that specializes in delivering unforgettable experiences for a wide range of events, including corporate events, weddings, and festivals.

Renowned for its exquisite attention to detail and imaginative design, the company works directly with customers to bring their visions to life, ensuring that every part of the event is in line with their objectives.

The firm places a great emphasis on quality production services, providing full solutions that include event planning, creative theming, and cutting-edge audiovisual assistance. Their professional team handles all arrangements, from venue selection to catering, assuring a smooth execution and exceptional guest experience.

Dedicated to client satisfaction, the organization encourages open communication during the planning phase and conducts post-event reviews to continually improve its products. Clear Vision Productions aims to make each event not just successful, but truly memorable.

The Challenge

Since it is an corporate event management firm, the company has multiple departments and various complex operations to handle the client and business process.

So, the company has several hindrances in complex business operations like below,

- Isolated System
- Manual Onboarding Process
- Event Tracking
- Payment Process Issues
- Inadequate Customer Support

The company employed a variety of systems for customer management, event planning, and financial tracking, resulting in data mismanagement and inefficiencies.

Client onboarding and document signing were completed manually, resulting in delays and increased

administrative workload.

Event tracking was ineffective since it took time and did not provide real-time visibility, and the scarcity of connected payment choices made financial tracking and reconciliation challenging.

The Requirement

- Event Management Application
- Customer Management System
- Process Automation
- Channelized Support Center
- Hassle Free Payment process
- Ease Onboarding Process
- Powerful Accounting Software

The Solution

The company is well aware that multiple applications are needed to handle the entire business operation, and the requirement was well-defined, So the firm researched for a perfect application that has tight integration and data silos.

To address these challenges, Clear Vision Productions implemented a comprehensive solution leveraging the Zoho One suite as business operating system by our team "Tangible"

Zoho CRM was customized to include dedicated modules for client management, event planning, and financial tracking. We created an automated workflow for lead management, client communication, and event status updates.

Built a custom event management application to facilitate scheduling, resource allocation, and attendee management using the Zoho Creator and enabled real-time updates and notifications for internal teams and clients.

Integrated Zoho Sign to automate the signing of contracts and agreements, streamlining the documentation process, and Set up automated reminders for clients to complete signatures, reducing turnaround time, and help the onboarding process ease.

Connected Zoho CRM with Zoho Books for seamless invoicing, expense tracking, and financial management related to events and activated the real-time updates of financial data to improve accuracy and reduce manual entry.

Integrated with third-party ticketing platforms to manage queries as tickets from customers directly within the CRM to channelize the customer support and engagement.

Utilized Zoho Payments to streamline payment processing for ticket sales and event services.

Zoho Application used

- Zoho CRM
- Zoho Creator - Custom Solution
- Zoho Books
- Zoho Payment
- Zoho Sign

Benefits

Streamlined processes increased operational efficiency by 50%, freeing up staff to focus on delivering high-quality events.

Automation of onboarding procedures reduced onboarding time by 60%, leading to higher customer satisfaction.

The custom event app facilitated event planning and coordination, resulting in smoother execution and improved team communication.

Automating document signatures lowered contract turnaround time by 70%, allowing for faster project start-up.

Real-time connectivity with Zoho Books enables reliable financial tracking and reporting.

Using ticket portals provided important insights into sales trends and customer preferences, allowing for better decision-making in future events.

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 emphasize 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.