

## Fence Builder USA leverages Zoho Suite for End-to-End Business Process Automation

### About Fence Builder USA

Fence Builders USA is a valued nationwide provider of professional fence installation and maintenance services. The company specializes in residential and commercial fencing and offers a variety of fencing solutions to meet the diverse needs of its customers.

Fence Builders USA provides a wide range of materials for privacy, security, and aesthetics, including wood, vinyl, aluminium, chain-link, and wrought iron.

With a focus on great craftsmanship, the company ensures that each fence installation is built to last by using high-quality materials that can withstand the elements and provide long-term durability. Their professional crew controls every stage of the process, from design consultation to final installation, ensuring that clients have a smooth and hassle-free experience.

In addition to new fence installations, Fence Builders USA provides skilled repair services. This includes mending damaged posts, panels, or gates, as well as restoring fences to their original functionality and appearance.

The company is renowned for its professional, customer-focused approach, which ensures that all projects are completed on time and within budget.

Fence Builders USA is your go-to partner for all fencing needs, whether you're a homeowner looking to improve privacy or a business in need of security fencing. They offer dependable, high-quality solutions tailored to your specific needs.

### The Challenge

The company receives a lot of inquiries about the service; without CRM, consumer information is frequently dispersed across multiple systems or divisions. Sales, marketing, and support teams lack access to a cohesive view of client data, resulting in missed opportunities.

Without a CRM to automate lead capture, qualifying, and follow-up, sales teams must rely on spreadsheets or emails to manage leads. Missed follow-ups, duplicate entries, and data inconsistencies might result in lost sales opportunities.

In the absence of, customer support teams may struggle to track, manage, and address client complaints. Service tickets be lost or delayed, resulting in frustrated consumers, lower customer satisfaction, and decreased loyalty.

Email communication throughout a business is inefficient and inconsistent. Teams may employ personal or third-party email solutions with limited collaboration features, making it difficult to manage shared inboxes, track discussions, or cooperate on client concerns.

Team members is struggled to manage their tasks successfully, deadlines, and project procedures. Tasks fall through the cracks, and employees work in isolation with limited visibility into project statuses, resulting in miscommunication and missed deadlines.

Businesses struggle to extract useful insights from their data. Manual reporting is time-consuming, prone to inaccuracies, and frequently lacking in real-time visibility. As a result, decision-making is delayed, and managers lack the actionable data required to improve performance.

It is difficult to manage numerous active projects, assign responsibilities, track progress, and cooperate on deliverables. Teams may have difficulty coordinating their activities, resulting in missed deadlines, poor resource management, and disconnected project deliverables.

### **The Solution**

In all aspects, the company looks for an end-to end solution for its entire business operation in different departments, so we introduced the Zoho One Solution for the firm. The implementation includes,

#### ***Zoho CRM: Central Hub for Sales Automated Sales Process:***

- Custom processes assign leads to sales agents based on predefined parameters.
- Integration with Zoho Mail enables seamless email communication while reducing tiresome logging.
- Lead scoring and monitoring assist in prioritising high-value prospects.
- Zoho Desk integration provides a 360-degree view of clients by integrating support tickets directly into the CRM system. Sales teams will receive automatic follow-up reminders to resolve support-related issues.

#### ***Zoho Desk: Customer Support Automation.***

- Automated Ticket Routing: AI-powered classification and routing to the correct department or agent.
- To save response time, frequent responses are automated with predefined responses.
- Real-time insights for the support team that highlight open tickets and SLAs

#### ***Zoho Mail: Seamless Email Communication.***

- Unified Communication, Integrate Zoho CRM and Zoho Desk to record email interactions automatically.
- Rules and filters for classifying and prioritising crucial emails.

#### ***Zoho Projects offers project management and collaboration.***

- Automated tasks include job assignment and notification of milestones met.
- Time tracking is used to allocate resources and manage project budgets.
- Real-time status reports enable executives to track project progress.
- Gantt charts and Kanban boards are useful for visualising projects and deadlines.

#### ***Zoho Analytics: Data-Driven Insights***

- Created customized dashboards and reports by integrating data from CRM, Desk, Projects, and other sources.
- Real-time visual statistics for sales performance, customer service measures, and project schedules.

- AI-powered insights include predictive analytics for identifying sales patterns, customer service bottlenecks, and resource allocation difficulties in project management.

### **Zoho Creator: Custom Sales App with Sales Automation**

- A custom app created with Zoho Creator to handle special sales-related procedures that are not covered by regular CRM features. This includes
- Order Management: Quotes and orders are generated automatically based on sales opportunities.
- Field Sales Management: This mobile software allows field sales personnel to record customer data, update sales status, and verify stock availability in real time.
- Integrations: Integrated with Zoho CRM for easy data movement.

### **Benefits**

- Increased Efficiency
- Improved Customer Experience
- Enhanced Collaboration
- Data-Driven Decision-Making
- Scalability & Flexibility
- Higher Sales & Revenue
- Improved Customer Support
- Real-Time Reporting & Transparency
- Increased Employee Productivity

### **Result**

An overview of the main metrics Following implementation, there was a

- 25% improvement in the sales conversion rate.
- Customer satisfaction increased by 30%.
- There was a 15% reduction in sales cycle time.
- Support ticket resolution time was cut by 25%.
- There is a 15% decrease in operational expenses.
- The productivity of employees rose by 20%.

### **Conclusion**

The organization experienced significant improvements in a variety of business operations following the implementation of Zoho's integrated suite of products. The company improved customer satisfaction, streamlined operations, and enabled teams to work more productively by automating processes, centralising customer data, and utilising data-driven insights. In addition to improving daily productivity, this all-inclusive software solution set the stage for future company expansion.

## **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.