

End-to-End Automation: Implementing Zoho One Suite for a Element 119 with Seamless Workflow

The Company

Element 119 is a high-performance coating technology innovator committed to improving the endurance and functionality of surfaces in a variety of industries, including aerospace, automotive, energy, and manufacturing.

The company specializes in producing innovative coatings that provide exceptional protection against wear, corrosion, and environmental issues, providing long-term performance even in harsh environments.

Element 119 works directly with clients to provide customized coating solutions that are adapted to their requirements, stressing innovation via continuing research and development.

Committed to sustainability, the company incorporates ecologically friendly techniques into its coating formulas, aiming to lessen the environmental effect of industrial applications.

With a team of professionals in material science and engineering, Element 119 combines deep industry expertise with cutting-edge technology, presenting itself as a trustworthy partner for enterprises seeking.

The Challenge

Because the organization provides a variety of services, it has various divisions to manage each operation. The firm's operations are divided into five teams: sales and marketing, support, project implementation, human resources, and finance.

Every team requires a particular tool to manage its own business operations, which were previously handled by spreadsheets and manual entry.

Sales and marketing teams frequently operate with various systems, resulting in inaccurate data and a lack of coordination. Teams may struggle to monitor lead status, prioritise follow-ups, and convert leads to clients.

Without integrated project management solutions, teams struggle with communication and collaboration, resulting in misaligned objectives and project delays. Project deadlines and tasks are frequently managed using spreadsheets or emails, which increases the chance of errors and makes it harder to track progress in real time.

Absence of a specialized support platform, handling client inquiries and concerns becomes chaotic, resulting in longer resolution times and lower customer satisfaction.

Tracking support team performance and customer happiness becomes difficult without suitable analytics tools, which limits the capacity to discover areas for development.

Lack of modern analytics tools, the capacity to perform predictive modelling or trend analysis is considerably limited, affecting strategic planning and decision-making.

The Requirement

- Sales Management and Streamline Process
- Integrated Customer Support tool
- Email and Workplace Management
- Project tracking and Task assigning tool
- Customized Reports and Insights of performance based on Department.

The Solution

We, the consulting partner, have suggested the Zoho One business operating system by outlining its features and close integration advantage as the company searches for an End to End solution to manage the full business operation.

Element 119 has acknowledged using Zoho One because they recognize its power.

Zoho CRM provides a single platform for customer relationship management, allowing marketing and sales teams to work together efficiently and exchange insights. Better communication and consistent data are guaranteed by this centralization.

Conversion rates are raised by prioritising leads and streamlining the sales process with the aid of automated lead scoring, tracking, and nurturing tools.

Task assignments, Gantt charts, and milestone tracking are just a few of the tools that Zoho Projects offers to encourage teamwork and openness. In order to decrease misalignment and enhance project results by enabling teams to interact and communicate via shared workspaces.

Strong Ticket Management, Support teams can effectively handle customer inquiries and monitor issue resolution thanks to Zoho Desk's automation of ticketing procedures. Better customer satisfaction and

faster reaction times result from this.

Unified Data Platform, By combining data from several sources, Zoho One gives the analytics team the ability to create thorough reports and extract insights from a single platform.

Advanced Analytics Capabilities, The team can perform in-depth analytics, trend analysis, and predictive modelling using tools like Zoho Analytics, giving management useful information for strategic decision-making.

In addition, Zoho Email has been setup for email communication and integrated with Zoho CRM using IMAP configuration to make the communication easier.

Zoho Application Used in Zoho One

- Zoho CRM
- Zoho Desk
- Zoho Mail
- Zoho Projects and
- Zoho Analytics

Benefits

Sales and Marketing

- Unified CRM: Efficiently manage customer relationships and track leads.
- Targeted Email Campaigns: Utilize Zoho Campaigns for segmentation and analytics.
- Social Media Management: Manage and analyse campaigns with Zoho Social.
- Lead Capture: Integrate web forms and landing pages for effective lead generation.

Project Implementation

- Project Management: Plan and track projects with Zoho Projects, including Gantt charts.
- Time Tracking: Monitor resource allocation and project timelines.
- Collaboration Tools: Use Zoho WorkDrive and Zoho Cliq for team collaboration and document sharing.
- Custom Workflows: Tailor workflows to fit specific project methodologies.

Support Team

- Analytics Team: Integrate data from multiple sources to do extensive analysis.
- Custom Reports: Create tailored reports and dashboards for KPIs.
- Real-time insights: Use data visualisation tools to discover trends.
- Collaboration: You can easily share insights and work with other teams.

Analytics Team

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Overall Benefits

- Cost-effective: One membership covers a wide variety of applications.
- Seamless Integration: All apps work together to enhance workflow.
- Scalability: Easily supports business expansion and change.

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 in achieving 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.