

CASE STUDY



Zoho for O'Keefe Media Group Online Audio & Video Media Industry

COMPANY LOCATION



Westwood, NJ, US

INDUSTRY



Online Audio and
Video Media

APPLICATION REPLACED



Spreadsheet,
Microsoft Office

ZOHO SOLUTION



Zoho CRM Plus Suite

CASE STUDY

➤ **The Challenges**

The Company lacks a centralized system to host and manage its end-to-end sales activities.

- Teams were providing sales updates of each deal separately, resulting in time spent on additional admin processes instead of other sales-focused tasks.*
- Sales updates were communicated manually and asynchronously, resulting in extra administration to host and manage their end-to-end sales activities.*
- Teams were providing sales updates of each deal separately, resulting in time spent on additional admin processes instead of other sales-focused tasks.*
- Sales updates were communicated manually and asynchronously, resulting in extra administrative work*

➤ **The Solutions**

Zoho CRM was implemented to streamline sales processes and add structure to how each client was supported. It served as a sales enabler to help decrease communication gaps between managers and teams, acting as a centralized repository for hosting and connecting crucial customer information.