

CASE STUDY

ZOHO FOR AGRICULTURE/ FARMING TECHNOLOGY INDUSTRY

With a bunch of professionals dreaming about making agriculture more sustainable both ecologically and economically in a quick time with the help of technology.

Connecting farmers to technology...



COMPANY LOCATION



Bengaluru, Karnataka, India

INDUSTRY



Agriculture/Farming Technology

APPLICATION REPLACED



Microsoft Office, Excel

ZOHO SERVICES



Zoho CRM



Zoho SalesIQ

OBJECTIVES

The company motto is connecting the Agriculture ecosystem with the digital world while enabling and equipping farmers with the next generation farming techniques and making each farmer a Digitally Enabled "Agri-Entrepreneur" to Solve Food, Fiber, Fertilizer, Fuel, and Feed Challenges.

AGSuite Technologies implements such a solution using "ZOHO" that meets all requirements as per their business needs

Project Name: Zoho CRM Implementation and Zoho SalesIQ chat-bot integration.

CASE STUDY

PROJECT GOAL:

- Lead forms and follow the setup.
- Integration of Ozonetel telephony channel with CRM.
- Integration of WhatsApp business messaging with CRM.
- Zoho Social platform integration with CRM for Facebook.
- Integration of SalesIQ chatbot with Lead and Contact module.
- Automated Messages need to be sent to the Farmers through WhatsApp.
- Capture the order details converted from calls and social media platforms.
- Gratitude to farmers in an appreciation form.
- Send greeting messages on festivals and other important days.
- Based on the information consider farmers as PF and Non-PF.
- The crop advisor receives the digital promotion call.
- Send a WhatsApp message to farmers that thanks for calling, We provide the best solution to your farm problems.

PROJECT DELIVERABLES:

Based on the Project Goal/ Client's Requirement, AGSuite Technologies has successfully delivered:

- Customization of Lead form done and workflow rules added for follow-up.
- Using the Zoho telephony channel we connect Ozonetel with Zoho CRM and map agents.
- We use WhatsApp provided by customers and integrate with CRM.
- Connect Facebook with Zoho social and pass leads from social to CRM.
- Chatbot created in SalesIQ and connect with CRM to pass leads.
- Sending Automated WhatsApp messages through WhatsApp channels to farmers.
- As Deals, we use order details to capture in CRM.
- After the order confirm and team sends them a form for a survey which is done using Zoho Survey and integrated with CRM.
- Sending greeting WhatsApp messages through WhatsApp channels to farmers.
- Fields have been created to categorize as PF or Non-PF.
- Once the Lead comes in CRM agent starts calling them and logging in to CRM as an activity.
- Sending thanks acknowledgment WhatsApp messages through WhatsApp channels to farmers.

ZOHO CRM AND SALESIQ INTEGRATION WITH

Record Type	Application	Status
Leads	CRM, SalesIQ	✓ Done
Contacts	CRM, SalesIQ	✓ Done
Leads, Contacts	SalesIQ Chat-bot	✓ Done