

# CASE STUDY

## ZOHO FOR 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.*