



## STREAMLINING BUSINESS PROCESSES FOR **TATA MOTORS** WITH Zoho IMPLEMENTATION BY AARIALIFE

### CUSTOMER AT A GLANCE

Tata Motors Ltd, a multinational automotive manufacturing company, faced challenges with manual processes for their business services division. They approached Aarialife, a trusted Zoho implementation partner, to automate their processes and improve their efficiency. Aarialife implemented Zoho CRM, Zoho Projects, and Zoho Sprints to streamline their business processes.

### BUSINESS CHALLENGES

Tata Motors Ltd's business services division faced challenges with manual processes, resulting in delays and errors in their workflows. They needed an automated system to improve their efficiency and accuracy. They also needed a centralized system to manage their leads, projects, and tasks.

### SOLUTIONS

Aarialife implemented Zoho CRM to manage the lead lifecycle, from capturing leads to converting them into opportunities. They also implemented Zoho Projects and Zoho Sprints to manage their projects and tasks. The implementation involved customizing the systems to fit Tata Motors Ltd's specific business requirements.

### RESULT

Aarialife successfully implemented Zoho CRM, Zoho Projects, and Zoho Sprints for Tata Motors Ltd's business services division. The implementation resulted in improved efficiency, accuracy, and collaboration, enabling Tata Motors Ltd to streamline their business processes. With the customized solution implemented by Aarialife, Tata Motors Ltd was able to achieve their business goals and improve their overall productivity.

### BENEFITS

The implementation of Zoho CRM, Zoho Projects, and Zoho Sprints provided Tata Motors Ltd with several benefits, including:

- Automation of their manual processes, resulting in improved efficiency and accuracy
- Centralized management of their leads, projects, and tasks, enabling better collaboration and coordination
- Customization of the systems to fit their specific business requirements, resulting in a tailored solution
- Real-time tracking of their projects and tasks, enabling better project management and decision-making
- Increased visibility into their business processes, enabling better monitoring and control

### WHY AARIALIFE?

Aarialife successfully implemented Zoho CRM, Zoho Projects, and Zoho Sprints for Tata Motors Ltd's business services division. The implementation resulted in improved efficiency, accuracy, and collaboration, enabling Tata Motors Ltd to streamline their business processes. With the customized solution implemented by Aarialife, Tata Motors Ltd was able to achieve their business goals and improve their overall productivity.