



AARIALIFE HELPS KISHOR PUMPS STREAMLINE SALES PROCESS WITH ZOHO CRM, BOOKS AND INVENTORY

CUSTOMER AT A GLANCE

Kishor Pumps, a leading pump manufacturer and supplier based in Pune, India, faced challenges in managing their sales process and customer interactions. With a manual system in place, they struggled to track enquiries, monitor sales pipelines, and ensure timely order delivery. They realized the need for a comprehensive solution that could streamline their sales process and enhance customer experience. That's when they approached Aarialife, a Zoho implementation partner with a proven track record of successful implementations.

BUSINESS CHALLENGES

Kishor Pumps faced several challenges in their sales process, including:

- No system in place to track enquiries and leads, leading to missed opportunities and lost business.
- Limited visibility into existing orders, resulting in delayed order processing and customer dissatisfaction.
- Inefficient manual system leading to errors and delays in the sales process.
- Lack of a customer-facing portal to enable customers to track their orders and accounts.

SOLUTIONS

Aarialife proposed a customized solution using Zoho CRM, Books, and Inventory that would address Kishor Pumps' challenges and streamline their sales process. Aarialife's team customized the Zoho CRM to map Kishor Pumps' complete sales visibility, including pipelines and deals. They also developed a customer-facing portal using the CRM Portal application, enabling customers to place orders, track orders, and manage their accounts. Aarialife integrated the CRM with Books and Inventory to enable inventory tracking and accounting, ensuring accurate order processing and timely delivery.

RESULT

Aarialife's Zoho implementation enabled Kishor Pumps to overcome their sales process challenges and enhance customer experience. The solution streamlined their sales process, enabled accurate inventory tracking and accounting, and provided customers with a user-friendly portal to manage their accounts and orders. As a result, Kishor Pumps achieved increased sales productivity, improved customer satisfaction, and enhanced revenue and profitability.

BENEFITS

Aarialife's Zoho implementation enabled Kishor Pumps to achieve several benefits, including:

- Increased sales productivity and efficiency due to a streamlined sales process, resulting in improved revenue and profitability.
- Improved customer experience due to the customer-facing portal, resulting in enhanced customer satisfaction and loyalty.
- Enhanced visibility into sales pipelines and deals, enabling better sales forecasting and planning.
- Accurate inventory tracking and accounting, reducing errors and delays in order processing.

WHY AARIALIFE?

Kishor Pumps chose Aarialife as their Zoho partner because of their deep expertise in implementing Zoho solutions and their focus on delivering customer-centric solutions. Aarialife had a successful track record of implementing Zoho CRM, Books, and Inventory for multiple customers, and they understood Kishor Pumps' unique business requirements.