



## AARIALIFE HELPS KINARA CAPITAL STREAMLINE OPERATIONS WITH ZOHU CRM, DESK AND CREATOR

### CUSTOMER AT A GLANCE

Kinara Capital is a socially responsible fintech company that offers flexible, collateral-free business loans to small business entrepreneurs in India. The company's mission is to drive last-mile financial inclusion and empower underserved communities. As Kinara Capital grew, they recognized the need for a robust customer relationship management (CRM) system to streamline their operations, enhance customer engagement and improve decision-making. They also wanted to integrate their existing Zoho Desk and Expense Management tools with their CRM system for better collaboration and productivity. Aarialife, a Zoho implementation partner, was chosen to help Kinara Capital achieve their goals.

### RESULT

Aarialife helped Kinara Capital overcome its business challenges by implementing a customized Zoho solution that streamlined its operations and enhanced customer engagement. The solution provided several benefits, including improved collaboration, increased efficiency and accuracy, and reduced costs. Aarialife's shared resource model also provided Kinara Capital with ongoing support, training, and customization services at a fixed monthly cost, enabling them to focus on their core business operations.

### WHY AARIALIFE?

Kinara Capital chose Aarialife as their Zoho partner for several reasons. First, Aarialife had extensive experience in implementing Zoho solutions for multiple clients across diverse industries. Second, they had a proven track record of delivering customized solutions that meet clients' specific needs. Third, Aarialife offered a shared resource model that provided Kinara Capital with a dedicated team of experts who could provide ongoing support, training and customization services at a fixed monthly cost.

### BUSINESS CHALLENGES

Kinara Capital faced several challenges that impacted their growth and profitability. They lacked a centralized CRM system, which resulted in a disjointed customer experience and inefficient sales processes. They also faced challenges with integrating their existing Zoho Desk and Expense Management tools with their CRM system, which led to data duplication, errors and reduced productivity. Additionally, they needed customized applications on the Zoho Creator platform to support their unique business processes.

### SOLUTIONS

Aarialife worked closely with Kinara Capital to understand their business requirements, pain points and goals. Based on their analysis, Aarialife recommended implementing Zoho CRM, Desk and Creator to streamline their operations and enhance customer engagement. The team also integrated the existing Zoho Desk and Expense Management tools with the CRM system to improve collaboration and productivity. Aarialife provided Kinara Capital with a dedicated team of experts who were responsible for customizing the system, providing training and support, and developing applications on the Zoho Creator platform.

### BENEFITS

The solution implemented by Aarialife provided several benefits to Kinara Capital. First, the centralized CRM system improved collaboration and productivity, resulting in faster decision-making, reduced errors and enhanced customer engagement. Second, the integration of Zoho Desk and Expense Management tools with the CRM system eliminated data duplication and improved collaboration among teams. Third, the customized applications on the Zoho Creator platform supported Kinara Capital's unique business processes, resulting in increased efficiency and accuracy. Finally, the shared resource model provided by Aarialife helped Kinara Capital save costs and focus on their core business operations.