



## IMPROVING TICKET SALES WITH ZOHU: AARIALIFE'S IMPLEMENTATION FOR **MIRRA** **MANAGEMENT DMCC**

### CUSTOMER AT A GLANCE

Mirra Management DMCC is a company located in Dubai, UAE, that specializes in offering hard-to-get tickets and tickets for 'sold out' events and sports matches, which are often high in demand and difficult to obtain otherwise. Mirra Management DMCC was facing difficulties in managing its business operations, which resulted in losing business due to delayed orders, no system to track the enquiry on regular intervals, and no visibility on existing orders.

### RESULT

Aarialife's implementation of Zoho One for Mirra Management DMCC led to improved business operations, increased efficiency, and business growth. The customized solution provided by Aarialife enabled Mirra Management DMCC to efficiently manage its lead management, order processing, enquiry tracking, marketing and accounting processes, and inventory management. The successful implementation of Zoho One demonstrated the benefits of using a comprehensive solution like Zoho One for businesses looking to streamline their operations and grow their business.

### WHY AARIALIFE?

Mirra Management DMCC chose Aarialife as their Zoho partner because of Aarialife's expertise in implementing Zoho for multiple customers, their in-depth knowledge of the Zoho product suite, and their ability to understand the unique needs of Mirra Management DMCC.

### BUSINESS CHALLENGES

Mirra Management DMCC faced several business challenges, including:

- Difficulty tracking the lead management process
- Delayed orders and no visibility on existing orders
- No system to track inquiries on regular intervals
- No automation for marketing and accounting processes
- Manual inventory management

### SOLUTIONS

Aarialife implemented the Zoho One suite of products for Mirra Management DMCC, which included Zoho CRM, Books, Campaign, and Inventory Management. The solution was customized to meet the specific needs of Mirra Management DMCC's business operations. Aarialife ensured that the system was implemented in such a way that the lead management process could be tracked, orders could be processed efficiently, enquiries could be tracked on regular intervals, and marketing and accounting processes could be automated.

### BENEFITS

After the implementation of Zoho One, Mirra Management DMCC saw the following benefits:

- Improved lead management process: With the implementation of Zoho CRM, Mirra Management DMCC was able to track the lead management process efficiently.
- Efficient order processing: With the implementation of Zoho Books, orders were processed more efficiently, and there was visibility on existing orders.
- Regular enquiry tracking: With the implementation of Zoho Campaign, enquiries were tracked on regular intervals, leading to improved customer engagement and business growth.
- Marketing and accounting automation: With the implementation of Zoho Campaign and Zoho Books, marketing and accounting processes were automated, leading to increased efficiency and reduced manual efforts.
- Streamlined inventory management: With the implementation of Zoho Inventory Management, inventory management was streamlined, leading to improved order fulfilment and reduced errors.