ZOHO ONE FOR AGRICULTURE INDUSTRY

UNICLOUD IT SERVICES

AGRICULTURE INDUSTRY

Online suit for the agriculture industry was a unique project which includes a lot of challenges in implementation. Here Client Company requires ZOHO CRM and Work drive.

The operations of the Agriculture industry include serving and helping the farmer community including forecasting weather, helping in recognizing the right time to sow and harvest crops, and even delivering HIV seeds. So they require a solution which could best suit their industry and help in reaching the customers.

They end up purchasing the bundle of ZOHO one application comprised of ZOHO CRM, ZOHO Workdrive, ZOHO Projects, and ZOHO creator.
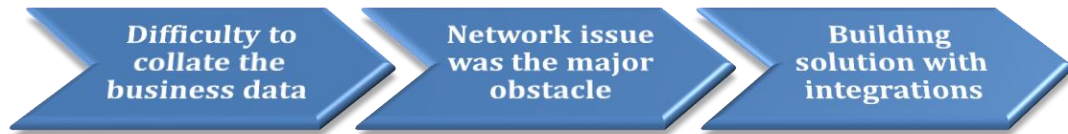
PROBLEMS

There were various problems:

- No language support
- Lack of interaction with farmers.
- Farmers were sharing data on WhatsApp which was difficult to analyze and store.
- Network issue in some areas

The client illustrated that he needs a solution that can help him in

- ✓ increasing efficiency in the service delivery
- ✓ Regional Language support on the portal for farmers
- ✓ Easy exchange of images and tag them with appropriate cases so that it can be used for further evaluation.

Industry	Services Provided	Problem Statement
• Deals with serving Agriculture Sector directly.	• Inform farmers about right dosage of input • Best available crop consultation. • Soil Testing • Weather Report etc.	• Detached functions leads to high expenses. • Lack of client interaction. • Problem in managing and sharing data of projects.

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CHALLENGES:

SOLUTIONS

- ❖ <u>ZOHO CRM</u> implementation was done to increase client interaction, time to time follow-ups to inform about sudden changes in weather reports and better analyze their customer engagement. Data was properly managed in the CRM. So all these problems are fixed.
- ❖ <u>ZOHO Workdrive</u> helps in managing and sharing details in the team and helps to collect and store the data in workdrive.
- ❖ <u>ZOHO Analytics</u> helps in providing the sales team a clear picture of the end-to-end project cycle and track progress. ZOHO Analytics also helps to analyze and collate business data.
- ❖ <u>ZOHO Creator-</u> The main motive of setting up ZOHO creator is to reduce the network issue. As with the help of creator we have enabled the system where the data can be saved even when the client is running out of the network, it will be saved in a cache as when the client reaches a sound network place it will immediately update the changes.
- ❖ <u>WHATSAPP EXTENSION</u> along with Whatsapp API was implemented.

IMPLEMENTATION-

The client was satisfied at the end as he got all the relevant solutions from *a single platform* that is integrated and at an *affordable price* and was *easy to understand* by their sales rep.

About "UNICLOUD IT SERVICES"

Unicloud IT Services was officially launched in the year 2018 on the 12th of September

Unicloud IT Services is a cloud service provider company. With over total experience of more than 7 years, Unicloud is committed to provide dedicated services for the ZOHO products to its clients. Unicloud has a high rate of client retention and successful deliveries. We have more than 2000+ customers to whom we have provided the services and been providing the support.

Unicloud has completed 697+ Projects along with more than 2000+ satisfied customers and with a project succession rate of 95% to date and continuously working on more projects from different industries.

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