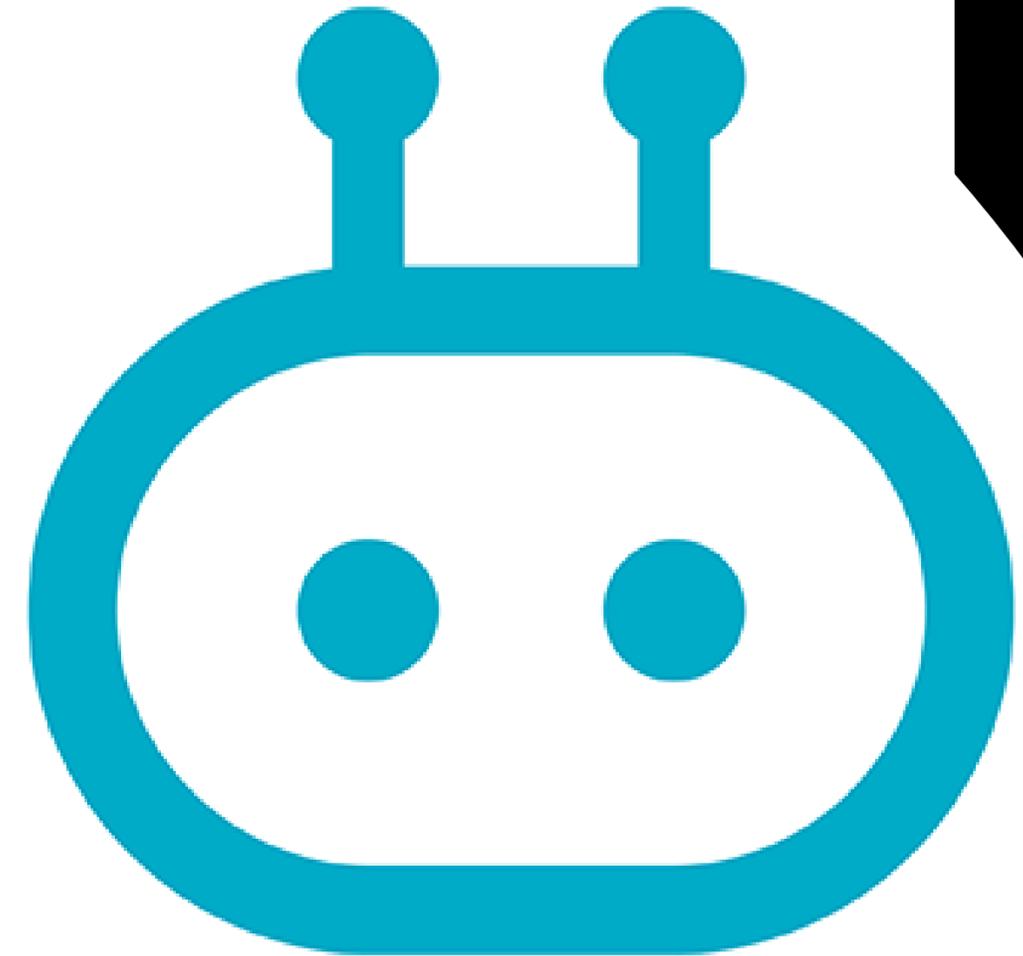


QuboWorld

(A Brand owned by Hero Electronix)

Country: India

Total Users: 70



A Hero
Group Venture

Company

Qubo World sells security devices like camera, dash cam, lock device, plug and much more. Its a Smart home where Technology makes life better, a home where doors open on the touch of the finger, where your voice is enough to switch the lights on, a home where appliances work based on your schedule. Build your personalized smart home with Qubo range of devices with security and feel free to go anywhere. Track the location of your car from anywhere and be alerted instantly in case of an unexpected activity. Complete peace of mind at your fingertips.

Challenges

Qubo World, a brand under Hero Electronix, faced several challenges when implementing various integrations and functionalities. Here are a set of some challenges Qubo faced that were specific to its Industry.



- **Whatsapp Integration and Chat- ticket-conversion :**

The client was aware that integrating whatsapp with any Customer support app(Zoho Desk) is necessary so that it could help the customer service agents in answering customer Questions. Whatsapp has limitations on the number of messages that can be sent per day, which was a challenge for high volume customer support.

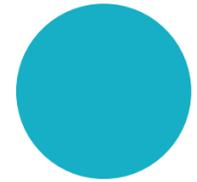
He wanted to integrate Whatsapp with the ticketing system which required custom development.

- **Call Integration & third API:**

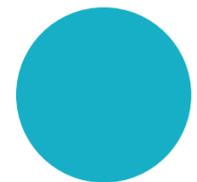
The client needed to integrate Call functionality with the third party service which required compatibility with their API's and System. Developing and maintaining APIs for ticket creation was complex and it required ongoing support and updates.

- **IBulk Ticket closure and File Uploads:** Qubo's owner also came up with the challenge of Bulk Ticket Closure which involved handling a large amount of data and ensuring accuracy as closing tickets is essential to prevent errors and customer dissatisfaction. Managing Large files and file uploads securely and efficiently was a bit challenging.
- **Device Based Database and Subscription Management:** When dealing with a large number of devices, Maintaining synchronization across device base databases was challenging.
- **Sharing & Syncing Zoho Data:** Ensuring data consistency between Zoho and the Client's Server when creating or updating details was also challenging along with not losing any data from zoho and exact same detail should be there on oss.

Solution:

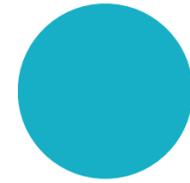


We, the Unicloud IT Services made it possible with the help of Custom function in the backend to integrate whatsapp with Zoho Desk. The agent was able to view the whatsapp conversations with Zoho Desk and respond to the clients right away. Now whenever a client would communicate through whatsapp, the ticket gets generated in the Desk. At the same time, sms and whatsapp will trigger a customer with ticket details. It helped in sales growth, eliminate Lead leakage, missed follow-ups, miscommunication & time wastage.

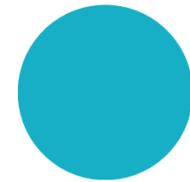


Similarly, we have achieved Call integration as well. Whenever a client would communicate through SMS or Call, the ticket would be generated in the desk. It helped agents in providing customers with high quality Customer Service.





In case of Bulk ticket closure functionality, generally only specific tickets could be close at One time.To overcome this, We Suggested him to use Zoho Creator Form feature that allows users to upload a file.We used the CSV file format for this purpose.We created a Custom workflow using deluge scripting which triggered when the form would get submitted.



Major challenge was to maintain and sync User Subscription with Zoho Subscription and also with Client server.To overcome this, we created Scheduler which involved setting up scheduled tasks that retrieved data from Zoho Subscriptions in every hour and updated the Client server accordingly. We created a custom field for updating a user subscription base on which device he/she is using the subscription.

Same database we maintained in zoho creator by creating a report when the user opted for any subscription.

Overview

Timeline

Last Update : 06:17 PM

Name	Reference#	Last Billing Date	Next Billing Date	Status	Sub Total	Amount
██████████ Pro Plus	██████████		04/01/2024	live	Rs.0.00	Rs.0.
██████████ Car_Pro_Monthly	██████████			live	Rs.7.00	Rs.8.
██████████ Car_ProPlus_Annual	██████████			live	Rs.10.00	Rs.11.

New Subscription



Track Heath Status

deviceUuid	██████████
acc	false
lastCommunicated	2023-10-05T06:15:18.805Z
emergencyContacts	

gsmSignalStrength	
Time	Value
2023-10-04T21:20:36.680Z	strong signal
2023-10-04T21:25:36.680Z	strong signal
2023-10-04T21:30:36.700Z	strong signal
2023-10-04T21:35:36.718Z	strong signal
2023-10-05T06:14:48.610Z	strong signal

Sync Required : - No

OSS CUSTOMER DATA:

USER UUID	Name	Email	Phone	Country Code	ISD Code
[REDACTED]	Tewt	[REDACTED]	[REDACTED]	IN	+91

ZOHO CUSTOMER DATA :

USER UUID	Name	Email	Phone	Country Code	ISD Code
[REDACTED]	Tewt	[REDACTED]	[REDACTED]	IN	+91

Sync now

analysis.

Health Overview

Period:
--- Select ---

ie
[REDACTED] ↑

Expense
-0.00K ↓

Activity Ratio
[REDACTED]

Quick Ratio
[REDACTED]

Gross Profit Margin
[REDACTED] % ↓

iew

Year ↑	Revenue	Revenue Growth	Expenses	Profit	Profit Growth	ROI	DSO	DPO
	26K ○		(0.00K)	26K ○		0%	-0.80	
	02K ○	(1.24K) ▼	0.00K	02K ○	24K) ▼		4.03	
	73K ○	0.71K ▲	0.00K	73K ○	71K ▲		-4.81	
	06K ○	(0.67K) ▼	0.00K	06K ○	67K) ▼		-5.74	

Result:

Now, Hero Electronix is able to provide customer support and engagement via whatsapp which is a widely used messaging platform.

Conversations on whatsapp are automatically converted into support tickets and the customer inquiries are properly tracked and addressed.

Call Integration functionality allowed customers to contact support via phone calls.

Bulk Ticket closure feature could help Hero Electronix close multiple support tickets simultaneously through which high volume of customer inquiries could be resolved efficiently.

Hero electronix could offer subscription-based services based on device-specific data.

As they have used Zoho for CRM , Syncing data with a client's server helped them to ensure both parties had access to up-to-date information.

In Summary, Implementing these functionalities helped them in enhancing Customer support, Communication, and data Management capabilities. It improved customer satisfaction by ensuring that inquiries and issues could be handled efficiently. It also facilitated better collaboration with clients by keeping data synchronized.





ABOUT US

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's developers are committed to providing dedicated services for ZOHO products to its clients. Unicloud has a high rate of client retention and successful deliveries. We have more than 4000+ customers to whom we have provided the services and been providing support. Unicloud has completed 897+ Projects along with more than 4000+ satisfied customers and with a project succession rate of 95% to date and continuously working on more projects from different industries.

<https://www.uniclouditservices.com/>