

Zoho – innovative und flexible Lösungen



Wie können wir Ihnen im Projekt helfen?

- **Think big - start small - scale fast**
Denken Sie an die umfassende Lösung,
fangen Sie jedoch überschaubar an
und erweitern Sie nach Einführung der Grundlagen
- **Mit unserem bewährten Top-10-Analyseprozess...**
 - ...verkürzen Sie die Evaluation und Einführungsdauer!
 - ...erreichen Sie eine hohe Benutzerakzeptanz!
 - ...profitieren Sie von niedrigeren Kosten!



Wie hilft Ihnen Zoho dabei?

- Einfache Bedienung für alle Anwender
- Überall Zugriff – mit Browser oder mobilen Endgeräten
- Top Preis-Leistung mit einzigartigem Funktionsumfang
- Effiziente Anpassung und Skalierung
- Flexible Berichtssysteme und Prozessoptimierung
- Integration mit Microsoft Outlook und Google Workspace
- Modular erweiterbar mit Marketing, Helpdesk, Projekte, u.a.
- Kostengünstig in Anschaffung, Implementierung und Betrieb



Wer ist agentur BLAUOHR?



Authorized
Partner

Die agentur BLAUOHR ist Experte für Digital Workplace Lösungen

- **Beratung**

Analyse, Konzepte, Technologie. Wir garantieren Ihnen eine klar strukturierte und zügige Umsetzung der Projekte.

- **Software**

Wir bieten modulare und skalierbare Lösungen. Ob im eigenen Hause, On-Demand oder Mobil - unser Schwerpunkt liegt bei Komplettlösungen, die auf Ihre Anforderungen zugeschnitten sind.

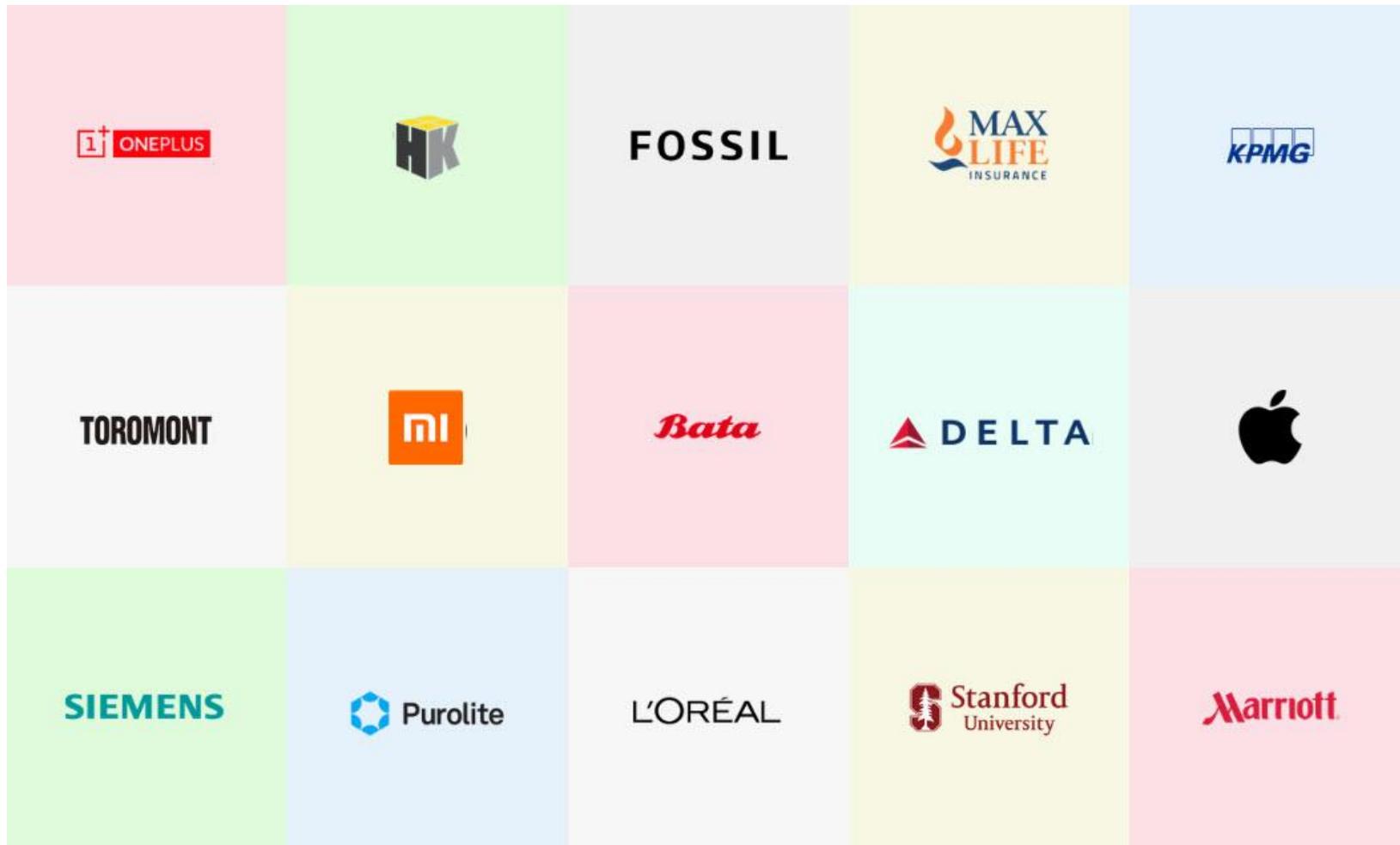


Wer ist ?

- Softwareunternehmen 1996 gegründet
- 45+ Module decken die Bereiche Vertrieb und Marketing, Support und Zusammenarbeit, Finanzen und Personalbeschaffung
- Die Zoho Lösungen haben ein Top Rating
- Höchste Skalierbarkeit mit Zoho One
- Integration mit über 900 Apps
- 8000+ Mitarbeiter
- Mehr als 50 Millionen Benutzer in mehr als 180 Ländern



Zoho Kunden & Branchen



Was macht uns einzigartig?

Unser Ansatz und das Produkt!

Wir arbeiten mit Ihnen für ein erfolgreiches Projekt

- „Top 10“ Methode für Anforderungen
Wir stellen mit Ihnen für alle Bereiche deren Top-10 Wünsche zusammen, gemeinsam gehen wir mit realistischen und erfüllbaren Anforderungen ins Projekt
- Hohe Konfigurierbarkeit statt teuer Anpassungen
Zoho kann einfach konfiguriert werden und passt sich flexibel Ihren Bedürfnissen an (ohne Programmierung)
- Schlüsselfertige Lösung
Nutzen Sie unsere Erfahrung für eine rasche und effiziente Umsetzung Ihrer Anforderungen. Unser Ziel: ein schlüsselfertiges Produkt, mit dem Sie direkt loslegen können.



agentur BLAUOHR Consulting



- bewährter Top-10-Prozess
 - Workshop zur Anforderungsanalyse
 - Schriftliche Spezifikation
- Schlüsselfertige kundenspezifische Lösung
- Schulung für Poweruser und Administratoren
- Support der Lösung im Betrieb



Beispiel Zoho CRM Plus - modularer Aufbau



Flexible Integration – viele Modelle zur Auswahl

What makes Zoho CRM different?

With 15 years of experience in the CRM industry, we know what it's like to be at every stage of a growing business. Since our start, we've grown to support millions of users by putting their needs at the center of everything we do.



50% Faster Implementation



Works with your existing apps. Marketplace with 900+ apps



Omnichannel and Remote-ready



Scalable ecosystem. Flexible contracts



Rated best in mobile functionality



Zoho CRM Wertschöpfung

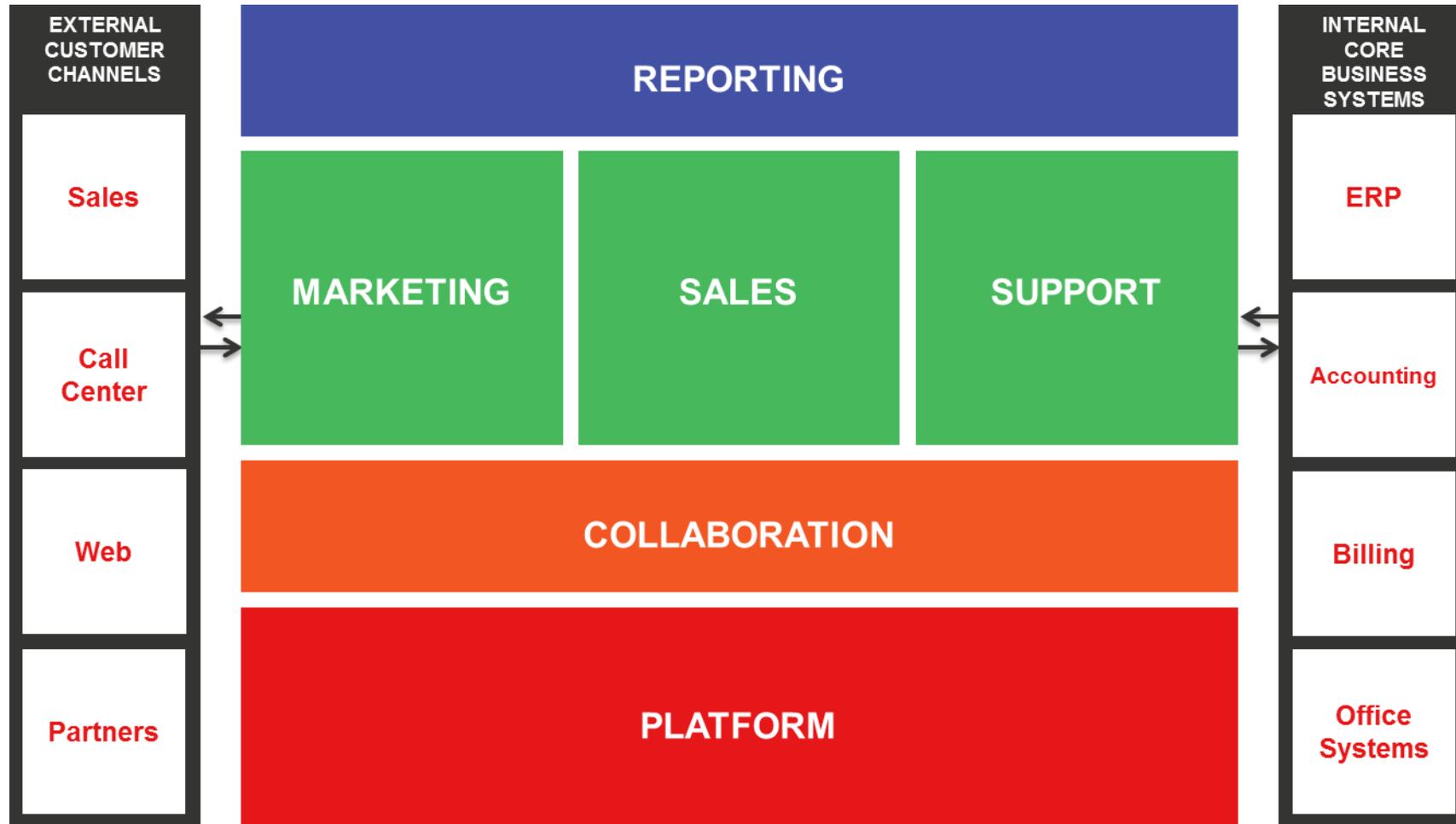
What can Zoho CRM do for your business?

Zoho CRM helps businesses of all sizes build excellent customer relationships, with features like an inbuilt AI sales assistant, sales pipeline management, marketing automation, analytics, and more.

- Build better customer relationships
- Increase productivity
- Make smarter decisions
- Generate more revenue
- Personalize customer journeys
- Increase customer loyalty
- Reduce your sales cycle
- Improve customer retention



Zoho Architektur aus einer Hand



Übersicht Kontakte und Aktivitäten zu Kunde

Omnichannel Experience

- Email, telephony, live chat, social media, self-servicing portals.
- Real-time notifications from SalesSignals
- Full fledged email solution from SalesInbox

The screenshot displays a CRM interface for a customer named Michael Wright. The top navigation bar includes Home, Feeds, Leads, Accounts, Contacts, Deals, Prospects, and Social. The left sidebar shows the customer's profile with contact methods (Chat, Call, Mail) and a list of fields (Last Name, First Name, Email). The main area shows a feed of activities, including a Facebook message and a Twitter mention. A 'SalesSignals' panel on the right lists recent interactions with other contacts like Melinda Anderson and George Smith.

Customer Profile:
Michael Wright
Smithson Publication
Potentials
Chat, Call, Mail

Activity Feed:
Facebook - Message 11:54 AM
Hello,
I recently purchased one of your products and have some queries to be cleared. Whom do i contact?
[View Message](#)

Twitter - Mentioned @zylker 10:20 AM
@zylker Thank you for your excellent customer support. Happy Customer here!
[View Message](#)

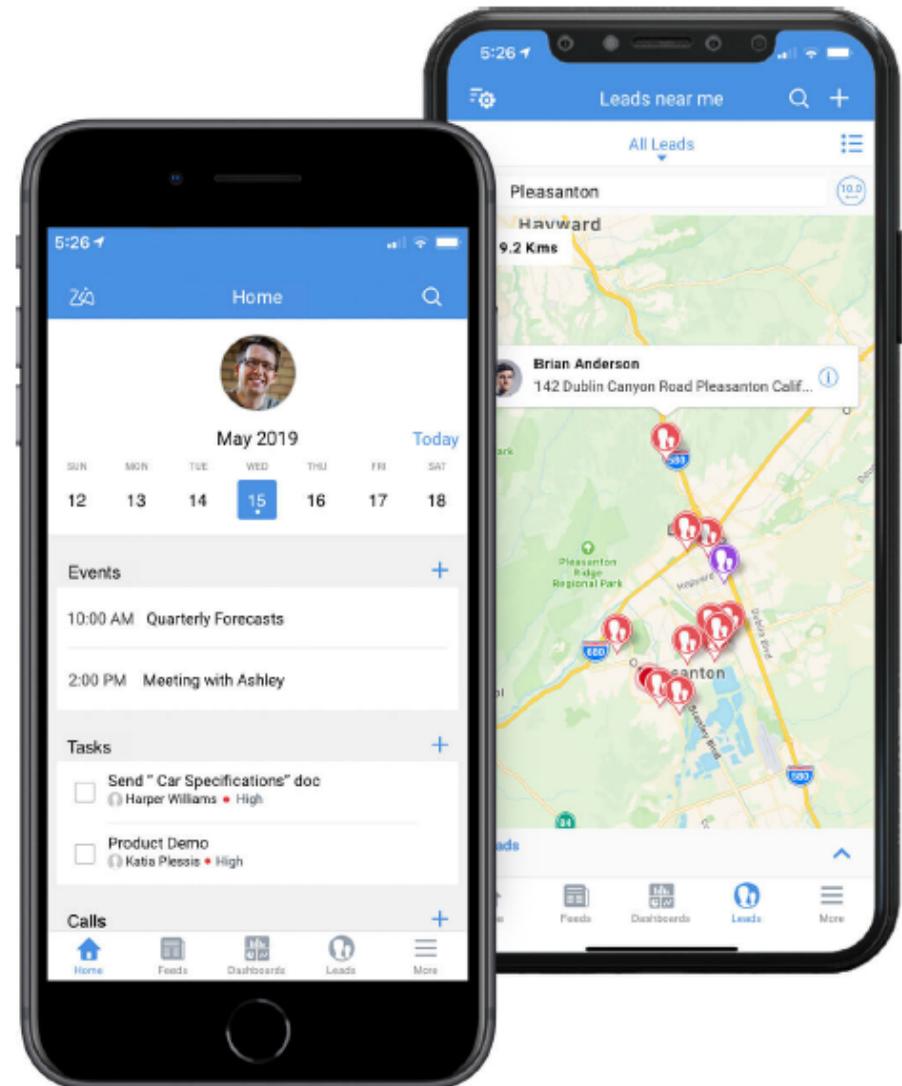
SalesSignals:
Melinda Anderson (Ventura Capitalists) 12:37 PM
Need information about the... (3)
George Smith 12:16 PM
9259246472
Michael Wright (Smithson Publication) 11:54 AM
Sent a Message (2)
Gray Davis (Treble Notes Inc) 09:16 AM



Mobiler Zugang zu Kundendaten

Mobility

- Real-time access to customer interactions, contact history, recent transactions information on the go.
- Set reminders for your activities, log calls, and capture the details of your conversations for further follow-ups.
- Be it creating a record, changing the deal status, calling a customer, or adding notes, Zia is always on your side



360° Kundenansicht

360 DEGREE CUSTOMER VIEW

Combine customer data across sources

- All your lead's emails, live chats, campaigns, events, social media posts, deals, and surveys are aggregated into a common timeline.
- Better understand your customer's purchasing habits, design better marketing campaigns, and engage in informed business decisions.



Analyse mit Dashboards und Reports

Analytics

Multi-dimensional reports

- Track critical sales metrics with over forty pre-built reports
- Customize reports and bring in data from multiple modules
- Visualize sales data by converting reports by into charts

Multitude of analytical components

- Charts
- KPIs
- Anamoly Detectors
- Comparators
- Target Meters
- Pipeline
- Cohorts
- Quadrant Analysis

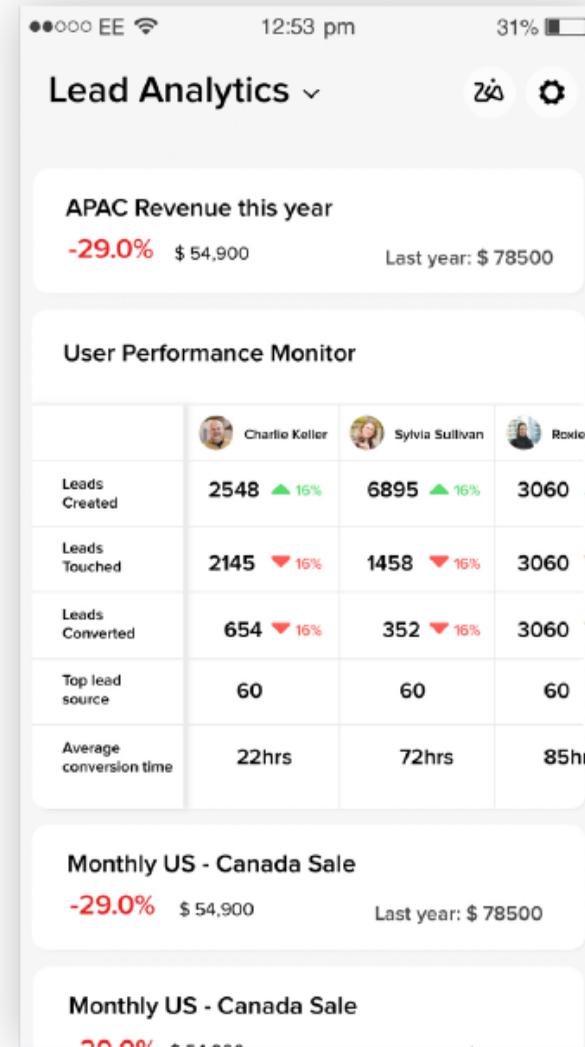


Mobiler Zugang auch für Analyse

ANALYTICS

Mobile Analytics

- Make data-driven decisions on the go.
- Keep an eye on your sales team's performance wherever you are.
- Drill down your dashboards to see the underlying data
- Share dashboards with your team and higher management

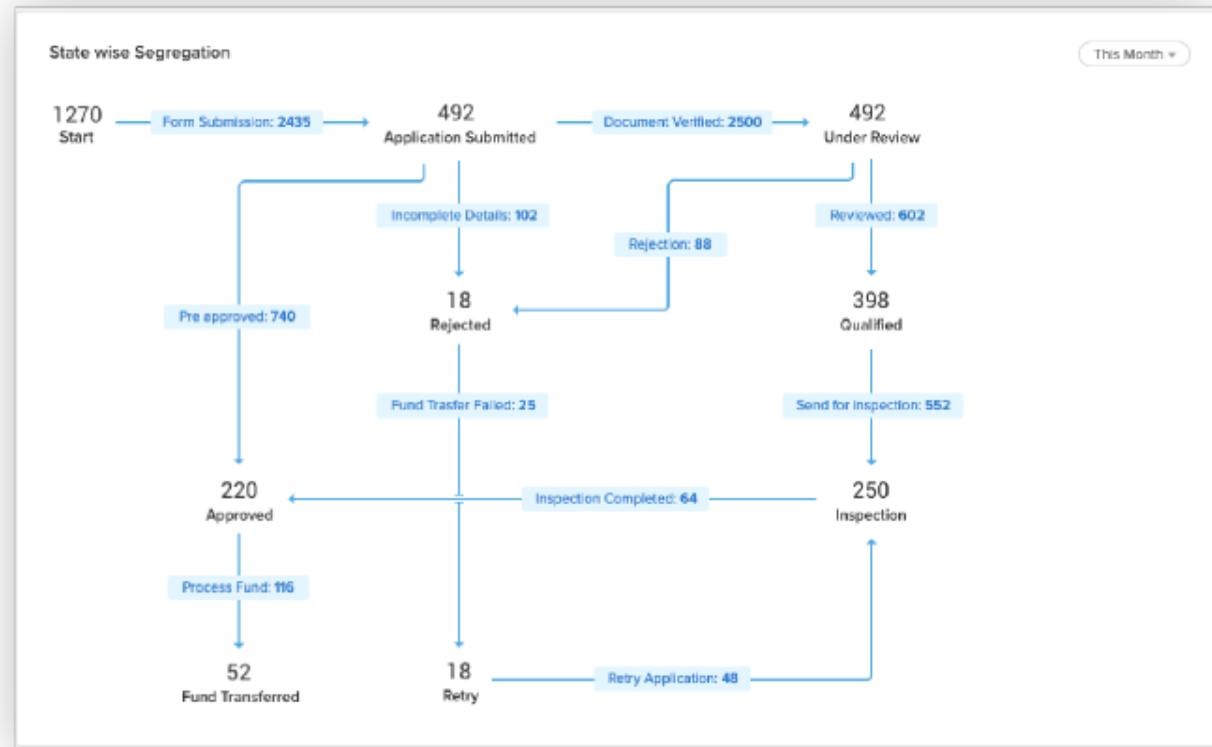


Workflow und Prozess-Steuerung

PERSONALIZED SELLING

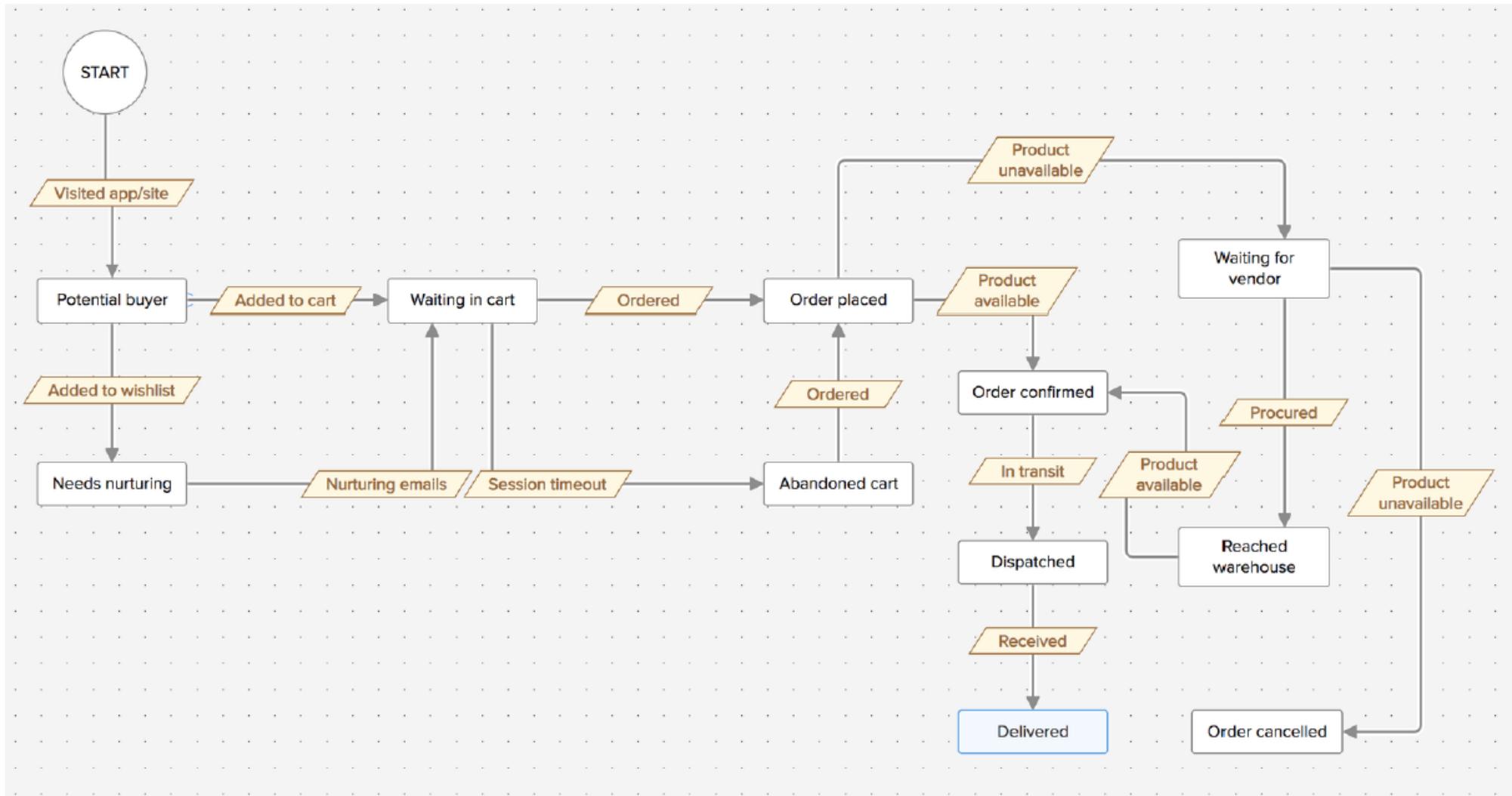
Orchestration

- Manage complex processes with precision
- Build your process with great attention to detail
- Track the progress of every record in the process
- Know the exact number of records that entered and exited from that particular state, the duration a record spent in a particular state as well as the records that fell off.



Beispiel Customer Journey Workflow

ORCHESTRATE YOUR CUSTOMER JOURNEYS



Beispiel Google Ads Integration

PERSONALIZED SELLING

Ads Integration

- Bring your Google Ad campaigns into CRM to tie results with sales
- Figure out which keywords bring in the most leads
- Drill down into your campaign performance data
- Align your sales pitch with the keywords bringing in leads
- Get information on your campaign budget and compare it with other marketing expenses

Google Ads

Zoho CRM for Google Ads provides information about your Google spending and ROI.

Account Summary Conversion Failures Metrics All Time ▾

Last two days data are not available

Show Export Conversion Status also

Zylker

Impressions	Clicks	Leads/Contacts Created	Leads Converted	Potential Won	Spending (cost)	Conversion Spending	Spending Wasted	ROI
480	272	191	85	\$ 35693.24	\$ 7683.44	\$ 3625.23	\$ 2054.22	12.0

Campaigns Adgroups Ads **Keywords**

KEYWORD	IMPRESSIONS	CLICKS	LEADS/CONTACT CREATED	LEADS CONVERTED	POTENTIAL WON	SPENDING (COST)	ROI	DETAILED STATS
lex wireless printer	120	79	63	38	\$ 17659.43	\$ 1752.28	8.0	View
laser printer	87	66	47	23	\$ 7064.87	\$ 871.45	6.0	View

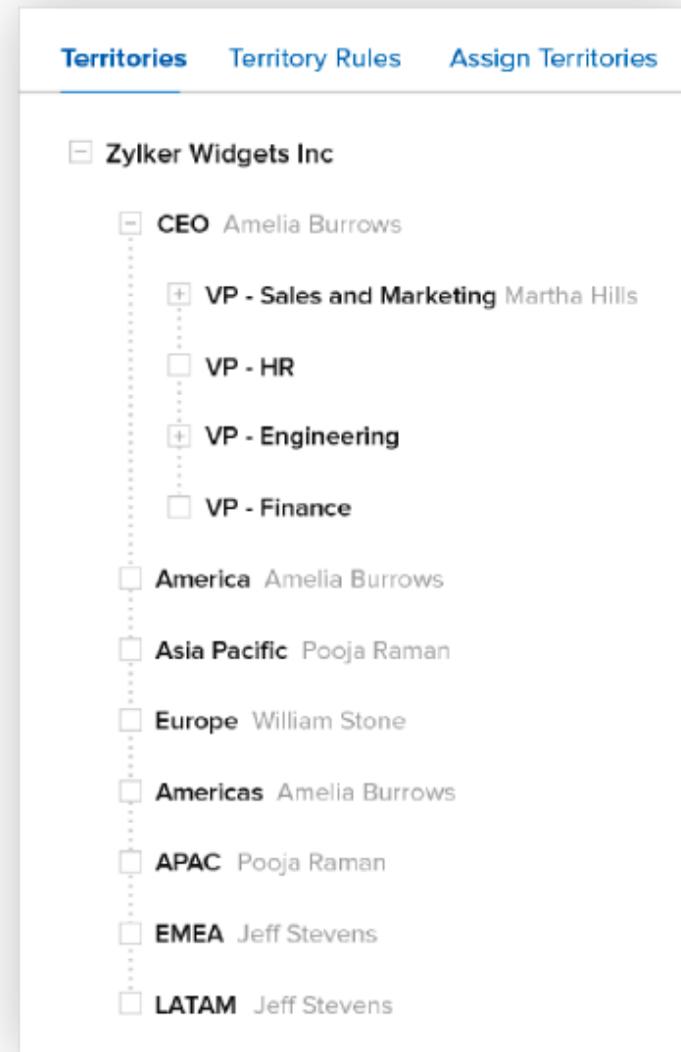


Segmentierung der Leads- und Kundendaten

PERSONALIZED SELLING

Territory Management

- Segment and organize your customers
- View revenue generated by teams classified based on region, product and other relevant criteria.
- Analyze sales activities across territories with vivid and interactive reports and graphs.
- Set rules to assign accounts to the right sales representative.



Teamwork

Team Collaboration

- Use Feeds to keep your team in the loop
- Encourage collaboration in your sales team through organization chat
- Add notes to keep track of sales updates
- Tag another sales rep or a manager in your notes so that they get a notification that a deal or contact needs their attention.
- Integrate your project management system with your CRM, and assign your projects and any associated records to individual members of your sales team.



We are seeing better collaboration across the business especially between Sales and Support and also in the efficiency of our marketing activities. We will soon progress towards improved financial management and the capacity to link sales activity to a more integrated financial outlook for the business.



Peter Rasmussen

General Manager, Practical Systems



Integration und Erweiterungen

Marketplace with over 900 extensions

 **Linkedin**
SALES NAVIGATOR

 Google Drive

 SurveyMonkey

 PandaDoc

 Adobe Sign

 zapier

 Google Ads

 Dropbox

 slack

 piesync

 Eventbrite

 Office 365

 **intuit**
quickbooks.

 RingCentral

 mailchimp

 WhatsApp

 GoToMeeting

 DocuSign

 xero

 twilio



Zoho Kunden Feedback



"With Zoho CRM, we experienced a 65% increase in our sales pipeline. We also managed to reduce our lead to real prospect time by 60%, which is huge"



Zoho CRM is essentially the brain of our company. It holds all our memory. The operating system is very strong and has allowed us to grow very easily. My executives can generate workflow loads and custom functions themselves. It's incredibly useful for us; we can accomplish new initiatives quickly.



"Our bottom line has increased over \$100K per year from the cost saving alone. That's not including the increased revenue due to the improved customer experience. The 10-year savings for a company with 100 employees is a million bucks."



We can accurately track the entirety of a customer's journey and manage our solar installation projects from start to finish. Zoho CRM provides the tools to create the methodology and culture to accomplish our goals. I think we can attribute our growth to tracking our sales pipeline in Zoho.



Zoho überzeugt durch Funktionalität und Preis

Why choose Zoho?

Zoho has the most comprehensive application suite in the industry.

Integrated software is more than a buzzword

- It's crafted into our products.
- It gives you real-time and measurable ROI across business units.
- It increases productivity.

Data privacy and IT security are the core of our business values

Our customers experience **faster deployment** time.
(up to 50% faster)

We're transparent with our pricing and give you **control of your contract**



Datensicherheit

Security & Privacy

Our own Data Centers across the globe with **24x7x365 monitoring**

International Security Compliance - **ISO/IEC 27001, SOC 2 Type II**

TLS 1.2 Encryption, SHA 256 based CA

Geo Mirroring of customer data - For Disaster Recovery, Business Continuity

GDPR Compliance

Periodic and need-based Security Audits, Threat Modeling, Penetration Tests and internal audits.

Two-factor authentication, Restricted IPs



Zoho Auszeichnungen

Awards



Winner of Customers & Editors Choice.



Best Sales Force Automation Software, twice in a row.



Best Enterprise Software Vendor



GetApp - Best CRM Software for 2019 - Category Leader Ranking



FinancesOnline - Expert's Choice Award

Forbes

Forbes - The Cloud 100



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