

Microfinance Institution Working for Women's
Economy Empowerment
**Zoho Creator, Zoho Analytics, Zoho
CRM & Zoho Survey**

● **Project Duration:** 1 Month

● **Users:** 16000

● **Project Scope:**

Implementation of Zoho's software application for the customer was focused on designing software to manage and automate their business processes and help them achieve better clarity, control, and speed in their operations.

Problem Descriptions

The customer was using manual methods to operate its various business processes. They were looking for a software solution that could streamline all of their business operations and provide them with better insights into task and revenue management across multiple departments. They needed a solution that should help the business to optimize the workflow and make data-driven decisions.

Solution Approach

We introduced Zoho Creator to create value-added applications for various departments of the organization to manage the tasks and the revenue generated effectively. An Admin Module was created to manage all the centres spread across India as well as the creation of a new centre in any state. Unique identification and a de-duplication system were designed to eliminate duplicate records from the datasets to maintain accuracy. A visitor tracking system is created to track the visitors at the office so that manual intervention can be eliminated. In order to track and manage customer arrears and provide loan solutions, a Vigilance Management system is designed so that it provides a comprehensive analysis of customer repayment data and helps them to determine the best loan solution for any product they are looking to purchase. We created an Employee management system to govern all employee-related tasks. Additionally, other software solutions were also developed for customer interaction and legal document flow.

Customer Experience

The shift in technology from manual methods to automation has helped the organization to save time and resources in managing their business. With multiple iterations of requirement gathering, we have ensured that the product built had met their needs.

Outcome

With the implementation of various Zoho applications, the client is able to gain better visibility of tasks and revenue across departments and also streamline various business processes. The organization is now able to access real-time data and make data-driven decisions.

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