ZOHO SalesIQ

How Zoho employs SalesIQ to serve its **80 Million users** across **180+ countries**
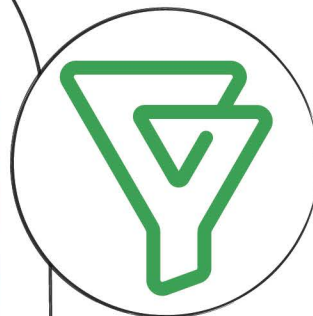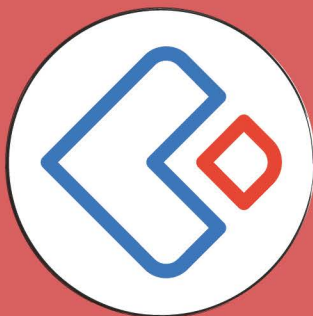
ZOHO
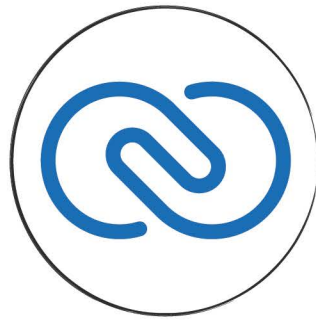Partner Team

Products covered in this study

- ◎ Zoho One
- ◎ Zoho Desk
- ◎ Zoho CRM
- ◎ Zoho Bigin
- ◎ Zoho Inventory
- ◎ Zoho Partner team
- ◎ Zoho Creator

Challenges they faced

- Unable to provide faster and instant resolutions
- In need to cater to higher chat volume
- Missing leads during non-business hours
- Delays and errors caused by manual routing to multiple departments
- Personalized, seamless, and uniform customer engagement

Number of chats handled by chatbot
1200 chats/day

Total chat count
2500 chats/day

Chats handed off to agents from bots
900 chats/day
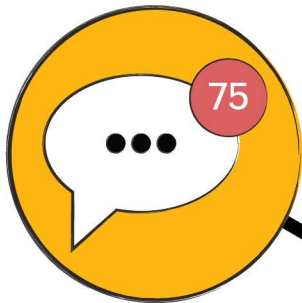
Zoho's SalesIQ usage in 2022
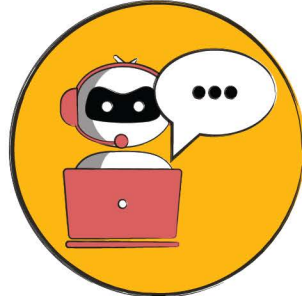
Pro-active triggers
320 triggers/day
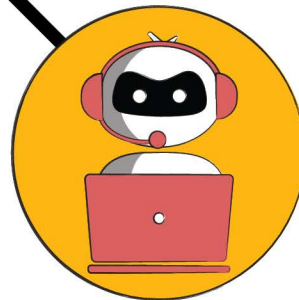
Total bot hours
83 hours/day

75
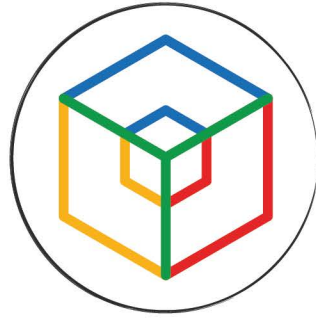
ZOHO ONE

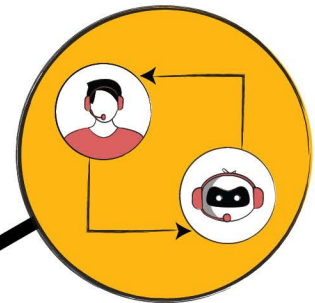Zoho One, the operating system for business, is a platform that solely focuses on unifying all the business processes in one place and price plan. It reduces multiple points of contact for communicating, collaborating, managing, transferring, and integrating business data.

Most used features:

Desk - SalesIQ integration, Monthly reports, Missed chats, Zobot, Answer bot

"Communicating with our customers directly was arduous. Our medium of communication was mainly through email. At times, we had to request our customer-facing teams to put us in touch with customers. Enabling SalesIQ on the Zoho One Min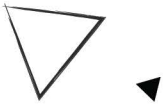ute page helped us connect with our customers quickly, address their queries, and gather insights from them. SalesIQ also ensured that we never lost track of the missed chats outside business hours."

- Nandha Kumar, Customer Education Specialist, Zoho One Marketing

"We needed a live chat support solution that should be user-friendly, operator-friendly, and admin-friendly; ultimately, we chose SalesIQ since it has all these features built-in. Since then, SalesIQ has been our one-stop solution when it comes to managing our product's live chat support"

- Shakthi Prasad, Lead Technical Support, Zoho Directory Support

ZOHO DESK

Zoho Desk is a unified customer service platform with multiple capabilities like omnichannel ticketing, self-service, automation, AI, Analytics, and several marketplace integrations. Zoho Desk aims to break down customer service siloes and improve the experience for business owners, service teams, and customers with exceptional features and tools.
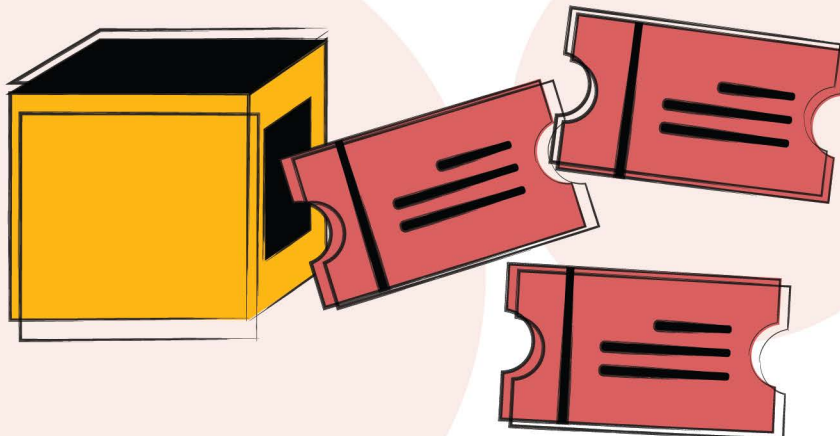
Most used features

Zobot, Reports, Analytics, Pro-active triggers, Desk - SalesIQ integration, Chat routing

"SalesIQ has immensely helped to route Zoho Desk customers to the right regional support teams for offering effective assistance. This has improved the accountability factor in individual agents as they are held responsible for any support lapses in their respective regional departments. Leads of respective shifts keep posting the last '6 hours data' offered by the SalesIQ dashboard in the regional channels."

- **Prashanth, Senior Manager, Customer Support, Zoho Desk**
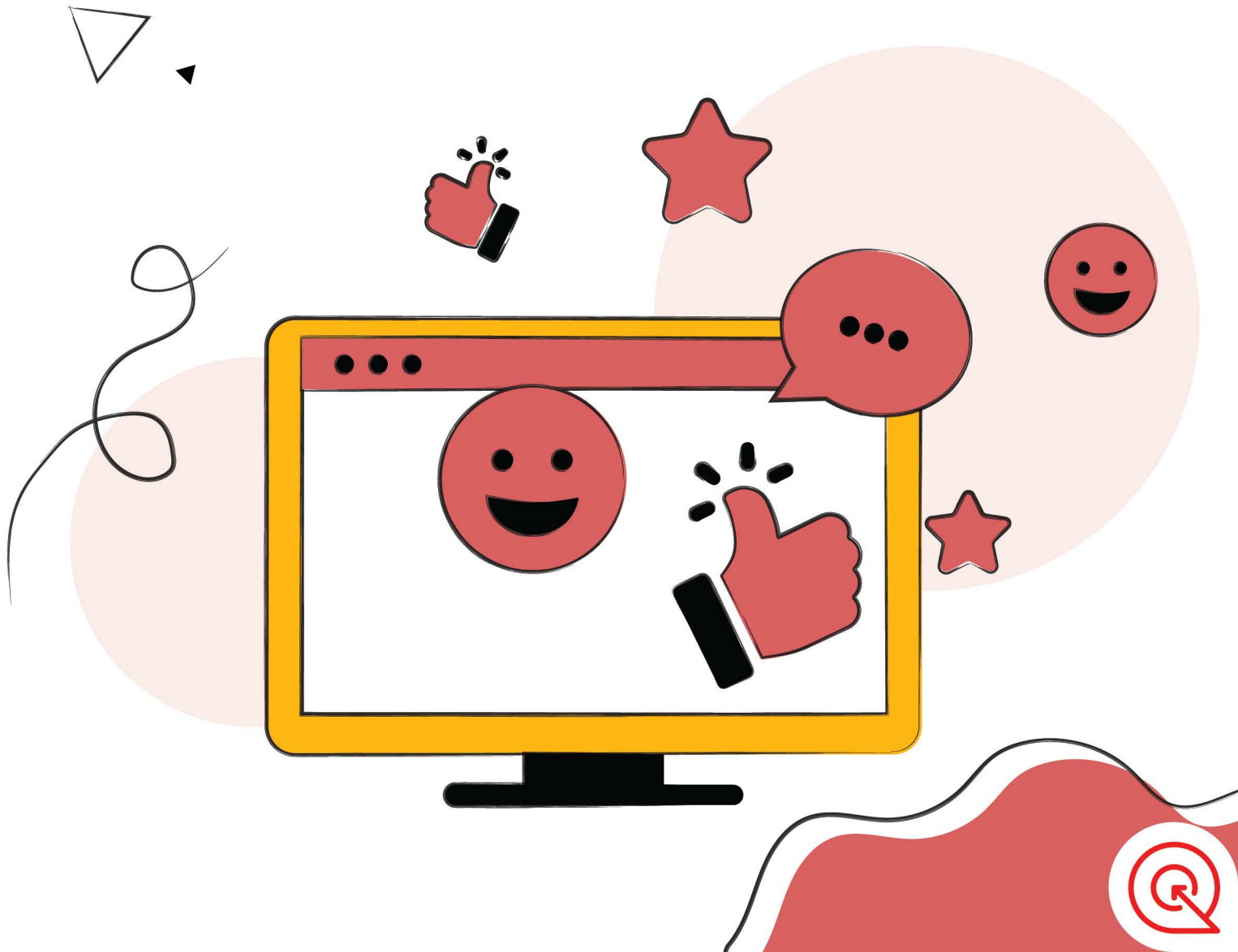
ZOHO CRM

Zoho CRM is an end-to-end sales solution for businesses, helping you optimize your sales process, accelerate growth, and build long-lasting relationships. With omnichannel and analytical capabilities, powerful automation, and in-depth customization, you can deliver personalized experiences that cultivate loyalty.
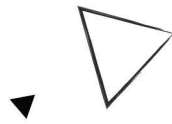
ZOHO BIGIN

Bigin is a simple yet powerful CRM tool designed to help small businesses sell and grow effortlessly. With easy-to-use features, a wide range of integrations, workflow automation, and the means to customize, Bigin gives a 360-degree view of your business, leading to improved efficiency and ever-lasting customer relationships.
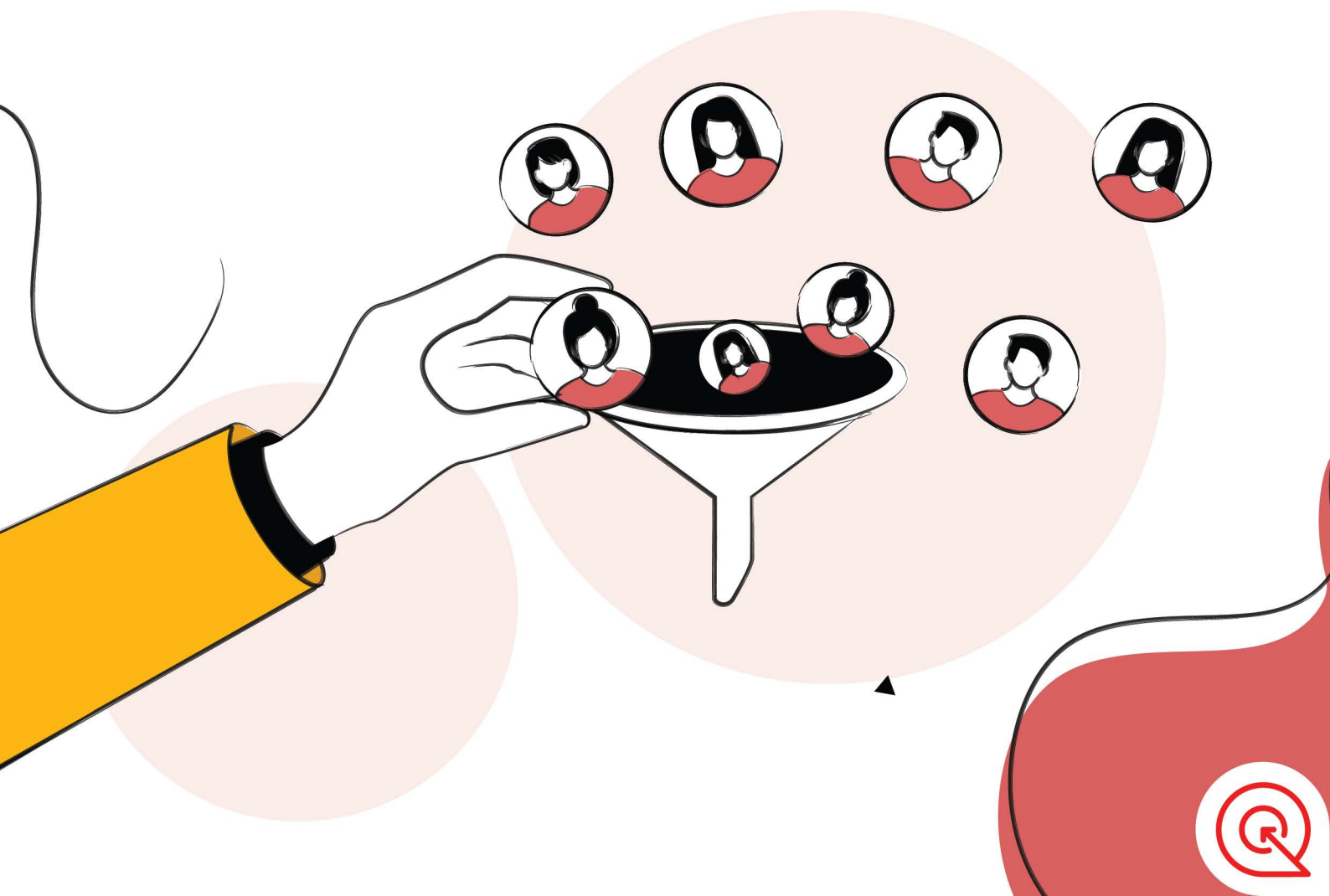
"Using SalesIQ, it is easy to set up a live chat on our website and personalize the chat widget with custom CSS. Zoho CRM has three departments on the website, and each chat has to be assigned to the respective department's representatives. Using SalesIQ's routing feature, we can route chats from different regions to the appropriate owners, which has been going smoothly and has prevented many missed chats. We've deployed the same for Zoho Bigin as well. The ability to quickly convert chat conversations to tickets in Desk and access them through the Desk widget within SalesIQ is a great time-saver."

- Manojkumar.S, Marketing Analyst
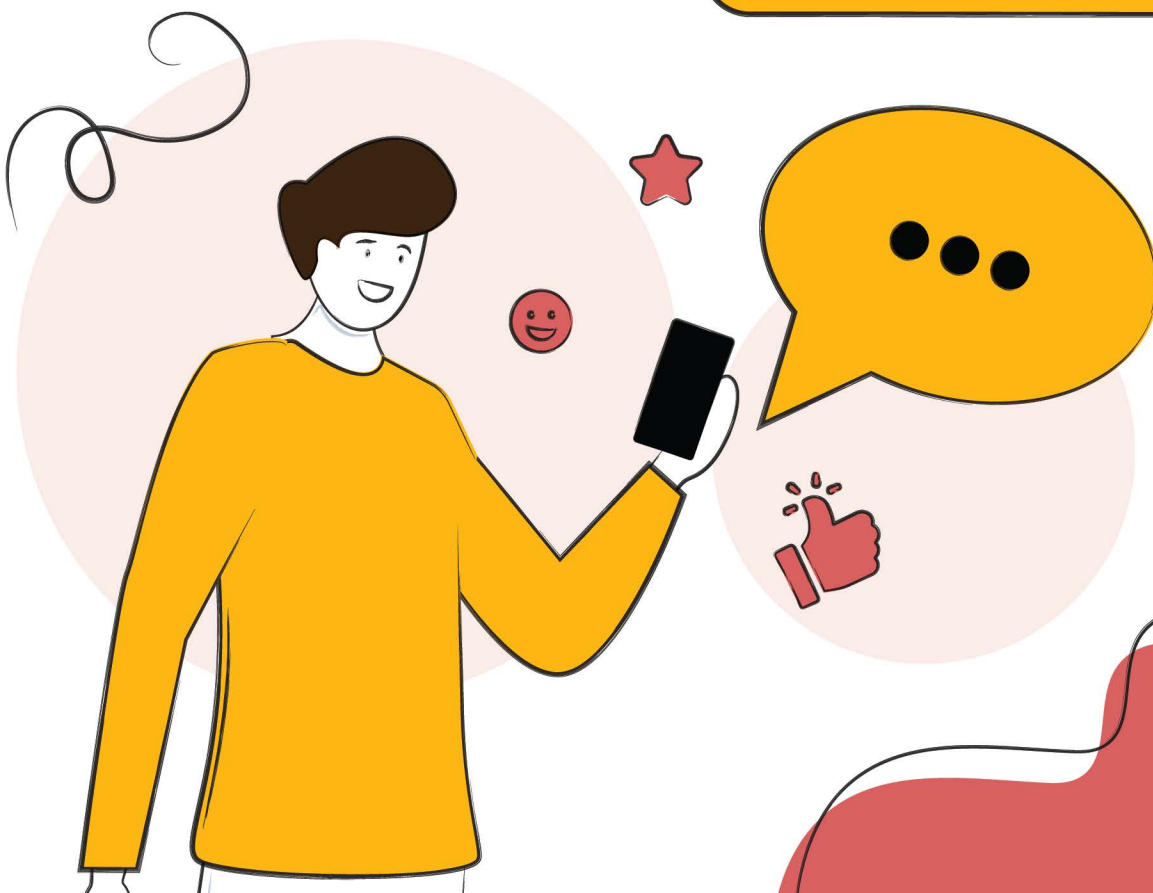
ZOHO INVENTORY

Zoho Inventory is a cloud-based inventory management application that helps businesses of all sizes streamline inventory and order management processes. From configuring products, creating orders, and delivering items to receiving invoice payments, Zoho Inventory simplifies everyday inventory requirements.

"Implementing ZIA (SalesIQ's coded bot) has been extremely effective for us. We are receiving almost one-third of our total demo requests from ZIA. We have been able to engage with potential prospects and customers across the globe 24x7."

- Akhil, Product Marketing Associate, Zoho Inventory
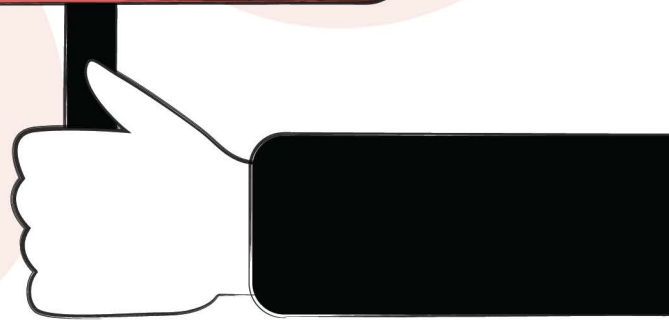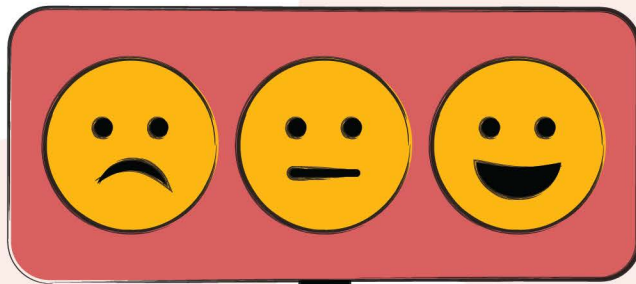
ZOHO PARTNER TEAM

Partner support offers post-sales assistance for more than 2000 partners and their customers globally, addressing all the technical questions about different services that partners may encounter during the product lifecycle.

Most used features:

Zobot, Reports, Analytics, Chat Monitor, Desk - SalesIQ integration, Chat Routing

"Every day, partners and their customers depend on us when they need any help with Zoho Services. It is crucial that they feel welcome and are encouraged to contact us anytime they want. Our team and company can only prosper from having a strong partner and customer service culture. Zoho SalesIQ enabled us to do exactly what we wanted to achieve."

- Rajvikram, Team Lead, Partner Relations, Partner Team
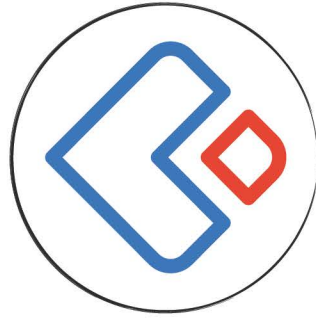
ZOHO CREATOR

Zoho Creator combines the robust power of application development, business intelligence & analytics, smart integrations, and process automation into a single platform. The intuitive drag-and-drop interface empowers developers and business users to build web and mobile solutions that satisfy all their unique requirements with ease. Currently 13,000+ customers across 180+ countries are using 7MN applications built using Zoho Creator, a testimony to the power of the platform.

"We have incorporated Zoho Creator's error debugging and a virtual diagnostic tool called 'Quartz' into SalesIQ. Quartz automatically picks up and tracks both client-side and server-side diagnostic metrics, giving our support teams all the information they need to understand the customer's environment in its entirety and the issues they are facing. We post the Quartz link from the SalesIQ widget to the chats with unique conversations. So when the chat is converted as a ticket, the recording customer sent from Quartz will be automatically added as a comment in the Desk ticket."

- Sathish Kumar, Senior Application Support Engineer, Zoho Creator

Read the full case study here