

GoldenLion Implements ZOHO One for Autociel

Introduction

Autociel is one of the most prominent independent car dealers in Switzerland today. The business specializes in offering car buying, leasing, renting, importing and insurance services to incoming expatriates and locals.

The business was looking for a simple CRM solution that will help them centralize all their customer contact, standardize sales process and efficiently manage all opportunities.

After exploring a few CRM providers such as Salesforce and Sugar CRM, Autociel zeroed in on ZOHO.

Business Name

Autociel

Company Profile

- **INDUSTRY** Automobiles
- **TYPE** B2C, B2B
- **LOCATION** La Conversion, Switzerland
- **USERS** 11

Selection Criteria

- ONE SUBSCRIPTION - MULTIPLE APPS
- PROPER PARTNER SUPPORT
- EASY TO USE

autociel.ch 

CASE STUDY

Background

Autociel was founded by Markus Häfeli in 2002 with a vision of offering all around consultation for purchasing, leasing or renting cars. Since the beginning Autociel was focused towards offering specialized services to expats and locals. The enthusiastic team led by Markus soon emerged as the market leader in Auto industry

In the last 17 years, Autociel has the distinction of serving 5000+ customers.



- Incomplete customer information
- No standard process for handling sales
- No system to capture sales opportunities and follow ups
- Manually handling contract creations, data collections
- No reliable list for email marketing

Problem Statement

Thanks to their awesome customer service, Autociel started acquiring more and more market share. However with growing customer base, managing everything on paper became difficult.

One of the major challenges was to manage customer contact. With no centralized system in place, contacts were managed on Outlook Contacts. As a result, a significant amount of the data was incomplete and lists were unreliable for any marketing campaign.

With no standard process in place, lead nurturing, customer follow up, lead source tracking etc. became difficult. Customer data being scattered in paper files, sales desks and inboxes, identifying repeat sales opportunity was inefficient at best.

Another crucial problem area was managing various sales forms such as credit application, car search criteria, contract etc. These forms and contracts were managed with excel or word format and involved multiple email exchanges to gather all information.

CASE STUDY

Finding a Solution

Eric Whitlock, Directeur du Développement, Autociel, started looking for a CRM solution that can centralize the lead capturing process as well as streamline the sales cycle. He started exploring a number of CRM solutions including Salesforce and Sugar CRM.

Soon he realized that implementing a CRM system is not enough for their business. They needed a more robust solution that can generate contracts in PDF format, collect complex data via forms and much more. Moreover they would need a lot of customization in the CRM system itself to map their business process.

The easy-to-use ZOHO CRM was perfect for them. Moreover, with ZOHO One suite of applications, Autociel got access to a number of tools to make their life easy. They found GoldenLion via the ZOHO partners page and got in touch.

"GoldenLion quickly got back to us with an attractive offer, and we were mostly impressed by their ZOHO expertise. What I really liked, was the fact that GoldenLion was all about Zoho, many other vendors were doing Sugar, Dynamics, Sales Forces etc.", Eric Whitlock shared.

Solutions Offered

- Implementation of Zoho CRM with customization specific to Autociel
- Developing forms for capturing customer information directly into the CRM system
- Developing Contract Generation (PDF format) functionality on ZOHO Creator



CASE STUDY

How the System Helped

Putting in place the CRM system helped Autociel in centralizing all customer data and streamlining their business process.

- All customer data was centralized, helping Autociel to identify repeat sales opportunities and run campaigns.
- All leads were captured directly into CRM, making the entire process of follow-up and sales cycle to be more efficient.
- Streamlining the sales process reduced customer acquisition cost, enabling Autociel to invest more in their marketing activities and in turn acquire more customers.

Future Plans

After successfully implementing ZOHO CRM and Creator, Autociel is now working with the Digital Transformation team of GoldenLion to rebuild their website with a whole new look and feel. They are aiming at having more leads from their new website, and social media, blogs initiative as well as via paid Google ad and other paid marketing initiatives.

With a strong and fully automated CRM backend they have reduced their lead to deal acquisition cost and therefore will allocate more money in marketing to generate more leads.





ERIC WHITLOCK

Directeur du Développement,
Autociel

About ZOHO and GoldenLion

“ZOHO is a great product, the service from zoho is great via chat and free.

GoldenLion team is very knowledgeable of ZOHO products, they have a proven success track record and Autociel definitely took advantage of it.”

CASE STUDY

About GoldenLion

Starting its journey as an Alliance Partner of Zoho Corporation, GoldenLion has become one of the top Zoho consultation companies all over the world today. Since our inception in 2010, we have been helping small and mid-size businesses across the world in automating and structuring their entire business process by offering all around consultation for Zoho Suite of Products and customizing them to fit our clients' business requirements.

We started our Digital Transformation division in 2016 with an aim of offering 360 degree solutions. Through this service, we not only create beautiful websites and landing pages, but offer an all around consultation and services for strengthening your digital presence as well as helping you get more traffic on your website, convert that traffic into leads and finally convert the leads into customers!

With 500+ customers in 30+ countries, today we are all set to become a trusted growth-partner to your business! Here's what [customers have to say about our service](#).



We love to hear from you!

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