

GoldenLion Implements Zoho One for PhoneOne

Introduction

PhoneOne, a distinguished Internet Telephone Service Provider (ITSP), is thriving across the southeast United States today. The company's only mission is to simplify business communications. It offers an all-in-one source of professional voice, video, and data services with great service and support.

Tired of tying a bunch of disparate apps with tools like Zapier and ITTT, the business was looking for a CRM solution that could uniform and stabilize its backend tasks, including billing and provisioning errors.

The business was confident to go for Zoho One from the start. However, the several Zoho Developers whom they approached could not meet their expectations or requirements. The budget was a serious concern. That's when they got in touch with GoldenLion.

Business Name

PhoneOne

Company Profile

- **INDUSTRY** Telecommunications
- **TYPE** B2B
- **LOCATION** Atlanta, Georgia
- **USERS** 5

Selection Criteria

- **ONE SUBSCRIPTION - MULTIPLE APPS**
- **BACKOFFICE OPERATIONS**
- **FLEXIBILITY, AFFORDABILITY AND EASE TO USE**

PHONE

A BSC GROUP COMPANY

CASE STUDY

Background

PhoneOne is a new-age telecommunications company that was founded by Jim Kubicek in 2017. With an astounding vision to provide businesses with a solution for Professional Voice, Video, and Data Services, the company offers premium telephony service and cloud communications with a flexible plan, value-based pricing, and advanced features.



- No centralized process for handling end-to-end business operations.
- Tied up disparate tools that worked individually.
- No stability across the back-office which caused billing and provisioning errors.

Problem Statement

While the business operations were up and running PhoneOne had to stabilize its operations maintaining uniformity.

The major challenge that they faced was managing data across a bunch of disparate applications. In consequence, there were billing and provisioning errors and thus, it became difficult to maintain stability in the backend activities.

The company needed a unique solution that could offer them a centralized space to manage its business operations. This included the early steps of lead generation until their customers' lifecycle billing.

Another area of serious concern was the budget. Though Kubicek was decided on the Zoho platform, the developers that he approached initially, could not offer exactly what he needed.

CASE STUDY

Finding a Solution

Jim Kubicek, President at PhoneOne, considers that “there are no turn-key packages for running this kind of business.” So, he started looking for a uniquely tailored CRM solution that can centralize his customer databases and help him manage the back-office operations of his business and streamline the sales cycle, for future growth. He started exploring a number of CRM solutions and zeroed in on Zoho.

Kubicek realized very early that though Zoho functionalities could cater to his company’s needs, it would take a serious amount of work and an in-depth understanding of the business processes from the developers’ end. And that’s how he found GoldenLion from the Zoho Directory.

“With the gained knowledge of Zoho subscriptions and now understanding GoldenLion’s capabilities with Zoho, we went full force 100% Zoho and decided to use Subscriptions and GoldenLion to build out the needed interfaces to our phone platform to bring our usage billing to life inside Zoho Books.”– Jim shared.

SOLUTION OFFERED

- Started off with an integration project.
- Implemented Zoho tools with multiple subscriptions to centralize business data.
- Developing several interfaces that are unique to the phone platform to bring usage billing with Zoho Books.
- Completed the initial billing requirements within just a couple of months, including test and revision.



CASE STUDY

How the System Helped

the CRM system helped PhoneOne in centralizing all customer data and streamlining their back-office operations.

- The system helped them centralize all the customer databases to stabilize their business operations.
- All leads were generated through marketing efforts (Marketing Automation, Zoho Campaigns, Survey) and captured directly into CRM, making the entire process of follow-up and sales cycle to be more efficient.

Applications Implemented

- Marketing Automation
- Zoho One Dashboard
- Zoho CRM, Zoho Books
- Zoho Bookings
- Zoho Cliq
- Zoho Campaigns
- Zoho Sites, Zoho Assist
- Zoho Inventory
- Zoho Writer, Zoho Sign
- Zoho Commerce
- Zoho WorkDrive
- Zoho Survey
- Zoho Forms
- Zoho Projects, Zoho Expenses

FUTURE PLANS

Since the first project that PhoneOne implemented with GoldenLion, the business has had many successful endeavors together. They even keep a retainer on file for future collaboration.





JIM KUBICEK

President, PhoneOne

About ZOHO and GoldenLion

“The Backoffice of my company would not be what it is without the assistance and knowledge that GoldenLion brings to the table with each and every engagement. With the combination of Zoho One and GoldenLion, the sky is the limit for our advancement in technology.”

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 700+ customers in 70+ 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!

VISIT US

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