



GoldenLion Implements Training Provider CRM for Logtrain International

Introduction

Logtrain International is a South Africa-based training organization specializing in freight and logistics education. For over 12 years, it has empowered professionals and businesses across Johannesburg, Durban, and Cape Town through expert-led workshops and certification programs.

GoldenLion implemented the Training Provider CRM, an industry-specific solution built on Zoho CRM, to streamline Logtrain International's administrative processes, enhance coordination, and deliver a seamless participant experience.

With the Training Provider CRM, Logtrain International now manages its end-to-end training operations efficiently and effectively.

Business Name

LOGTRAIN INTERNATIONAL

Company Profile

- INDUSTRY TRAINING
- TYPE B2C AND B2B
- HQ CAPE TOWN, SOUTH AFRICA
- USERS 1

Selection Criteria

- INDUSTRY SOLUTION
- PROPER PARTNER SUPPORT
- BUDGET-FRIENDLY
- CAPABILITY TO CUSTOMIZE
- FAST GO-LIVE



CASE STUDY

Problem Statement

Before implementing Zoho CRM, Logtrain International relied heavily on manual processes managed through Excel spreadsheets. As the organization expanded, this approach became increasingly cumbersome, time-consuming, and error-prone.

Key information was scattered across multiple files and email inboxes, making it difficult to track training schedules, manage client relationships, and monitor performance effectively. These inefficiencies led to communication delays, challenges in handling growing client data, and missed business opportunities.

To address these challenges, Logtrain International began searching for a robust, cloud-based CRM solution specifically designed for training providers.



WHY ZOHO CRM?

- GoldenLion's Training Provider CRM, built on Zoho CRM, enabled Logtrain International to go live quickly and efficiently.
- Zoho CRM's powerful customization capabilities allowed for a solution that is both scalable and adaptable to Logtrain's evolving business needs.
- Additionally, partnering with an experienced implementation team with deep expertise in the training industry played a crucial role in ensuring a seamless, efficient, and impactful deployment.

Finding GoldenLion

Logtrain International discovered GoldenLion through an online search and was impressed by their ready-to-deploy, industry-specific CRM solutions.

GoldenLion's Training Provider CRM was already tailored for training organizations, enabling faster configuration and implementation with minimal disruption to ongoing operations.

Moreover, GoldenLion's reputation as a trusted Zoho Partner and their proven expertise in customizing Zoho applications for specific industries made them the ideal choice.

With its reasonable pricing, flexibility, and prebuilt alignment to their business needs, Logtrain International confidently chose Zoho CRM and GoldenLion to power their digital transformation.

CASE STUDY

Implementing Training Provider CRM

Once Logtrain International completed the demonstrations of the Training Provider CRM and confirmed their decision to proceed, GoldenLion swiftly initiated the deployment. The entire implementation process, from the initial demonstration to the final rollout, was completed in approximately three weeks.

GoldenLion's team of experts provided hands-on guidance throughout the configuration, ensuring the system was perfectly aligned with Logtrain International's operational requirements.

Today, the company manages client information, course scheduling, follow-ups, and communications seamlessly within a single, centralized platform powered by the Training Provider CRM.



Future Plans

"We see ourselves becoming more proficient in the day-to-day tasks in offering training interventions to the South African Freight and Logistics companies."

COLIN DOYLE

Director,
Logtrain International

SOLUTION OFFERED

- Implemented the Training Provider CRM, an industry-specific solution built on Zoho CRM, perfectly suited to Logtrain International's training operations.
- Configured and customized the system to meet their unique business requirements.
- Delivered comprehensive training and onboarding to ensure smooth user adoption.



Colin Doyle

DIRECTOR
LOGTRAIN INTERNATIONAL

About Zoho and GoldenLion

*"We wholeheartedly recommend Zoho and GoldenLion
and believe that the CRM will add great value to our
business."*

CASE STUDY



About Goldenlion

Starting its journey as an Alliance Partner of Zoho Corporation, GoldenLion has become one of the top Zoho consultation companies worldwide.

Since our inception in 2010, we have been helping small and mid-size businesses worldwide automate and structure their entire business processes by offering all-around consultation for the Zoho Suite of Products and customizing them to fit our client's business requirements.

With 900+ customers in 90+ countries, today we are all set to become a trusted growth partner to your business!

[Here's what our customers have to say about our services.](#)

900+
Customers

30+
Team Members

6
Industry Solutions

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GoldenLion Consulting Services Pvt. Ltd.
Regus, RDB Boulevard, 5th Floor,
Sector V, Salt Lake, Kolkata 700091,
India

www.glionconsulting.com

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Call Us



+91 9830538181



+91 8274010365

Write to Us



zoho@glionconsulting.com