

From in-house adoption to customer implementation with low-code



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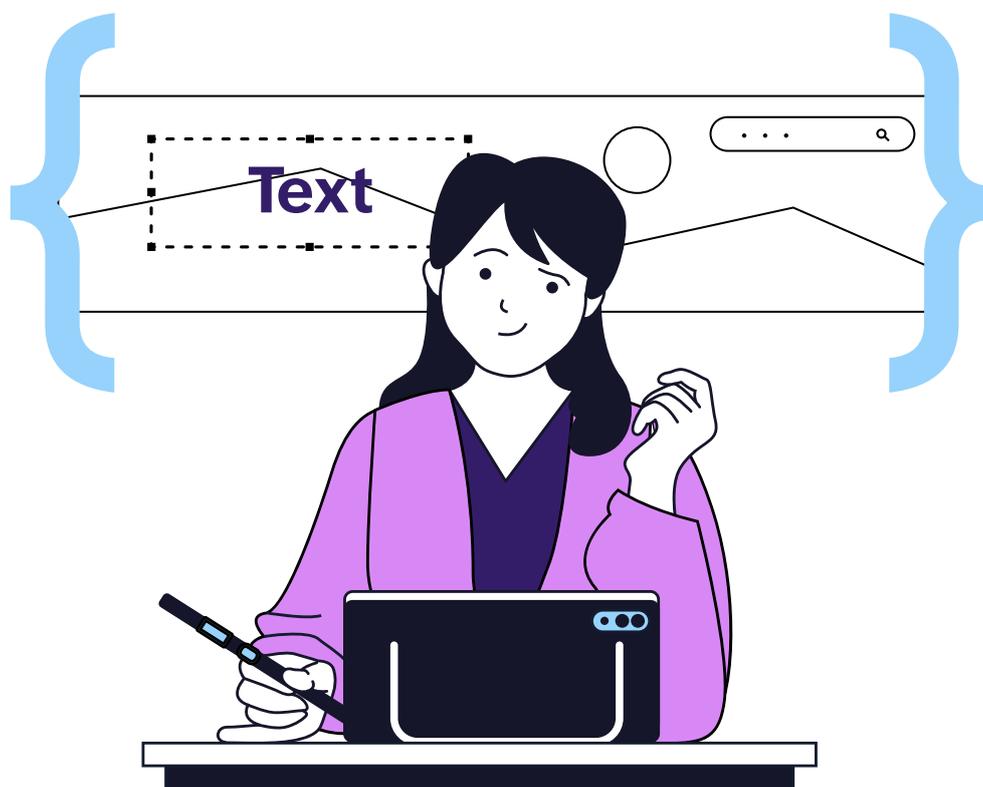
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• The Company

In today's fast-paced and highly competitive business world, companies are constantly looking for ways to streamline their operations and stay ahead of the curve. One way to do this is by leveraging innovative technology solutions that can help automate processes, improve customer engagement, and boost overall productivity. This is exactly what the team at Cloud Solutions, a leading provider of digital transformation solutions, did when they embarked on a project to develop a custom app using their partner low-code platform, Zoho Creator.

In this case study, we'll explore how Cloud Solutions used Zoho Creator to solve real-world business problems, and the benefits that their solution brought to their organization and customers.



• Our partner

Cloud Solutions is a group of companies that focus on bringing digital transformation to businesses of all sizes. They use Zoho as their primary tool to help their clients improve their processes and achieve their goals. The company was founded in Buenos Aires, Argentina in 2013, and have since expanded to Mexico and other countries in South America and Europe. They currently have 60 employees with various areas of expertise.

We recently had a conversation with Juan Calvo, commercial manager of Cloud Solutions, who has been in the field for over 8 years and has been involved in the digitization of prominent companies.



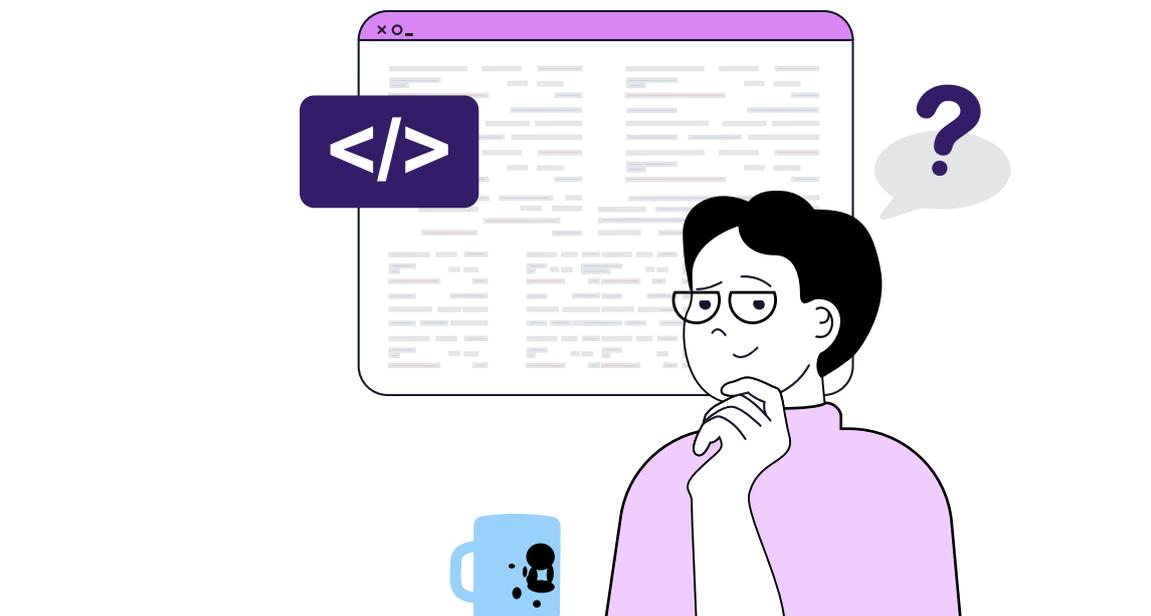
• The challenges

The company faced several challenges in managing its customer communications.

Foremost, the company had to manage WhatsApp communications with its customers, which presented a unique set of challenges due to the limitations of the WhatsApp API. Additionally, they needed a solution that could scale to handle a growing volume of customer interactions. Finally, the company needed a way to sync all of its customer data and interactions with its existing Zoho CRM and Zoho SalesIQ applications, which required custom development work.

Overall, the company needed a comprehensive solution that could handle all of its customer communications in a streamlined and efficient manner, while integrating seamlessly with its existing technology stack.

They began looking for a solution that could help them create custom applications for their clients that weren't covered by the standard Zoho suite. They wanted a tool that was flexible enough to allow them to build unique solutions to their clients' problems. They found this in Zoho Creator, which allowed them to create custom applications tailored to their—and their clients'—specific needs.



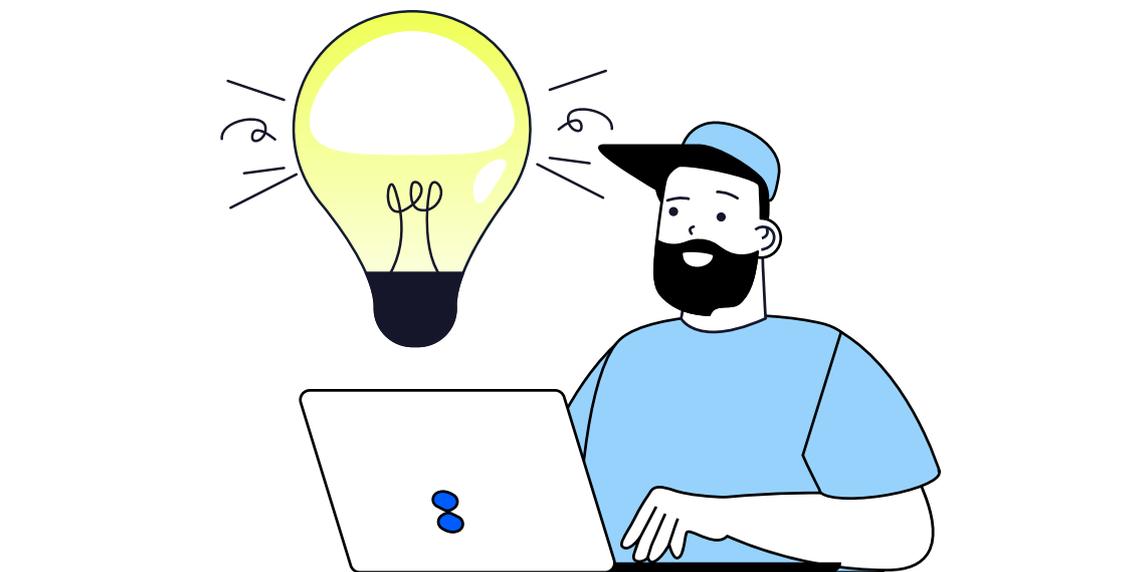
• The solution

Cloud Solutions chose to partner with Zoho Creator because it offered the flexibility they were looking for in a custom application development tool. To further enhance their knowledge and expertise in Zoho Creator, they launched their in-house ZCreatorLAB, a team dedicated to exploring the full capabilities of the application. The team is composed of functional business consultants, developers, technical consultants, architects, project leaders, accounting consultants, and HR functional consultants.

The first app the team created was a custom WhatsApp management app, which allowed them to manage their WhatsApp communications more efficiently. This app was later replaced by custom code on their servers, due to scalability concerns, but Juan was proud that they were able to develop the solution using Creator.

The second app they created was a custom quote calculator for their sales agents. This app pulled data from their database and used complex pricing logic to generate custom quotes for each customer, based on the kind of company they were dealing with. Once a quote was generated, it was automatically pushed to their CRM system for follow-up and further automation.

Overall, the solution implemented by Juan and his team allowed them to automate their business processes, improve communication and collaboration among team members, and provide better customer service to their clients. They were also able to save time and resources by streamlining their workflows and reducing manual data entry.



● Benefits and ROI

The use of Zoho Creator has provided Cloud Solutions with the ability to create custom applications that meet their clients' specific needs. This has allowed them to offer more complete digital transformation packages to their clients, which has led to increased customer satisfaction and loyalty.

We have set a big target for this 2023, and we are after it—we know we can accomplish our target. We want to open in a new market (another country) and we want to use ZCreatorLAB as a demonstration that an interdisciplinary team can make magic.

-Juan Calvo, Commercial Manager, Cloud Solutions

ZCreatorLAB has provided them with a competitive advantage in the market, by allowing them to offer unique solutions to their clients that are not available from other Zoho partners. As a result, the company has experienced increased revenue and profitability.

• Moving forward

Cloud Solutions plans to continue to use Zoho Creator to create custom applications for their clients. They're currently working on a manufacturing solution that they plan to launch this year, covering different areas and use cases in the industry. The company will also continue to invest in their in-house ZCreatorLAB, which will allow them to explore the capabilities of Zoho Creator even more.

We want to be the best implementation partner for LATAM. We've been teaching Creator for almost 2 years in-house, and we believe 2023 is the year to start showing what can we do.

- **Juan Calvo, Commercial Manager, Cloud Solutions**

• About us

At Zoho Creator, we've always worked towards a single purpose—empowering users to build functional apps with minimal coding expertise. We've helped **14,000+** brands create bespoke solutions and improve their end-to-end operations across a variety of industries. With over **16 years of experience** in catering to **B2B and B2C organizations**, we have the best tools in the trade to help you improve your business.

You can get started with Creator by visiting our [signup page](#). You can also check out our [prebuilt apps](#) to get started right away.





Creator

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