Case Study: Sweet Gallery

Customer Since: 2020
Sector: Food and beverage

1. Please tell us a little about the company (what it does, how it started, size, global presence, your USP, your mission, etc.)

We are the largest street food chain in Poland, we operate in a franchise model and currently have 4 catering brands: Bafra Kebab, Lodolandia, SiGelato and Kołacz na Okrągło. We have been operating on the market since 2013. Initially, as privately own business based on food trucks selling ice cream. Currently we have approximately 1,000 points throughout Poland. Our Partners include: Pepsi, Costa Coffee, T-Mobile. We are also developing on the Romanian market and in the non-franchise concept of Tiny House Mobile.

2. Please introduce yourself and describe your role, background, daily life and activities.

My name is Eliza Praska. I am Manager of the Process Optimization Department at Sweet Gallery. I have been working here since 2018. From the very beginning, my tasks were related to the area of recruitment, projects and processes. My first work challenge was to choose and implement a system that would allow us to conduct the sales process more efficiently, faster and more effectively. In 2019, after launching ZOHO CRM, I started implementing subsequent bussiness processes and configuring subsequent Zoho modules on my own. From the very beginning, we tried to carry out internally as much of the admin and implementation works as possible. Currently, our team responsible solely for ZOHO consists of 5 people: the Manager, 3 people dealing with business analysis and CRM configurations, and a dedicated programmer. ZOHO is currently daily used by all 198 employees of our company.

3.What was life like before Zoho? Any particular challenges, frustrations or pain points?

Before Zoho, all processes were carried out in a paper form and were based on MS Excel and MS Word. The work was monotonous, manual and very error-prone. It was non efficient, employees were doing lots of mistakes, errors; documents were getting lost and disinformation was a commonplace. We didn't know at all: how much work we have pending, at what stage of delivery it is and who is responsible for what.

We really struggled with manual implementation of business processes, not having information about the task status and its progresses. As we were growing we simply had to solve problems of duplication of activities and unfinished topics as well as organize the chaos in the processes of the organization. It was a must if we wanted to be able to meet demands coming from increasing scale: those of clients and employees as well those of new processes which needed to be implemented.

4. How did you find Zoho? Have you completed your trial period? Have you reviewed any competitor software?

Before we started cooperation with ZOHO, we considered writing an internal system dedicated for us, we also talked to several other companies similar to ZOHO.

5. What made you choose Zoho? Did you start with an individual or onboard application? or directly to the One package?

We chose Zoho because of its transparent licensing system, ease of configuration, and localization of most applications in Polish. We also liked the rich number of applications and the ease of connecting them with each other. We can say we have chosen Zoho due to the friendly interface, transparent subscription terms and the possibility of cooperation with the Polish Partner.

We started with using of ZOHO CRM and for several months we had licenses only for CRM, then we switched to ZOHO ONE and currently we use several dozen ZOHO applications.

6.What was the Zoho implementation process like in your company?

We have had Zoho since 2019, we currently have 214 ZOHO ONE licenses, and we try to use the bunk to its greatest extend. We mostely use the following applications to cover our internal processes - CRM, DESK, ANALYTICS, PROJECTS, WORKDRIVE, SHOW, SHEET, WRiTER, SOCIAL, SIGN, SURVEY, RECRUIT, PEOPLE, VAULT, LEARN , TRAINER CENTRAL.

Based on available data, we estimated benefits of Implementing Zoho as up to several hundred thousand PLN in the first 2 years of implementation - but this is a strong estimate.

Generally, it has only been about 2 years that we have started to notice benefits for users - during the construction of the entire CRM, some processes were carried out manually, some in the system, data was duplicated, etc., which did not give a clear and comprehensive picture of the benefits of CRM implementation - but since we have - I think about 80 % of operational processes we have implemented in systems, we start to be able to really rely on these processes and data.

7. How implementation partner was helping to introduce Zoho?

We completed 8 hours of training for ZOHO administrators, and the previous Partner helped us launch the applications. However, we did most of the implementations ourselves, the Partner helped us to create only some, more complex functionalities.

8. Have you achieved your goals?

Thanks to the implementation of Zoho, we have eliminated errors, mistakes and manual tasks. However, we clearly see that implementing of the system is only part of the process - the rest and the most important part- is a matter of convincing users and enforcing them to perform actions on the system correctly.

9. What are the greatest benefits for your company from using the One package compared to using the applications packages separately? Is this a central administration panel? Single sign-on access

across your tech stack? Does it have one renewal date with one annual invoice? Manage your supplier relationship with one person instead of many?

I have one invoice and one renewal date. Subscriptions are counted pro rata. A big advantage is one login to the entire ZOHO, as well as the ease of managing licenses - adding and removing them.

10. Have you created any dashboards that display data from different applications side by side? Which apps or components are on your dashboard?

We are currently creating dashboards from individual applications. These are mainly: CRM, DESK, RECRUIT, PEOPLE. We haven't made dashboards from inter-connected applications yet.

11. Do you find it beneficial to have all your data in one native package? to share data on various platforms?

The data obtained in various ZOHO applications informs our decision-making processes, we analyze it to inform our strategy and business plans building for the next few years. In CRM we mainly analyse our sales activities and activities of the call centre. We monitor the tickets flow in DESK by verifying the number of tasks, the persons carrying them out and the case closure times.

12. Have you seen any savings in separate subscription fees since using the Zoho One Bundle? Are there any apps you have used before that were able to stop using (Zoho or equivalent Zoho)?

We have not calculated this. At the moment, with our scale of almost 200 licences, the cost of licences is considerable, plus the cost of the administration team on top of it. I think we will achieve full success and benefits when we switch to ZOHO in full, and we will be able to exclude Microsoft office licences. Unfortunately at the moment we are still using MS office for the office suite and mail client.

13. Have you used Zia's AI app to gain deeper, integrated insight? all Zoho software?

No, unfortunately I am not convinced that Zia's AI works correctly. For now, all I can say is that Zia blocked 50 modules and prevented the display of new modules in the mobile application - undoing it took 2 months and required work on the part of ZOHO administrators as well.

14. What are your future plans for the Zoho One app suite? Are there any apps you haven't used yet that you would like to?

I would like to transfer my entire company's emails to Zoho, but we are still learning the application; We are searching solution to reduce delays in receiving messages as well as we struggling with inability to read saved messages in outlook format, search engine and message display are sometimes unclear, sometimes attachments disappear from correspondence, folders sometimes disappear, it is not possible to make a rule. We plan to launch ZOHO CONNECT and ZOHO LEARN too.

Unfortunately, the cost of the license is getting higher and higher, so we are also considering starting work on a system dedicated to us, which will ultimately serve us without license fees.

15.How has Zoho One been received across the company?

Initially we straggled with getting the acceptance among company employees to use the system,

gradually the employees became convinced of the usability and functionality of the new systems. Unfortunately, we still have to enforce 100% usage of the system and make sure that the data entered is correct. There are also still processes where, in addition to entering something into the CRM, extra exel files are created duplicating the same data. I think it is a question of mentality. Whereever we know that this is being done - we eliminate it, but with 200 people it is difficult sometimes to control everyone.

16 How has the Zoho team supported you on your digital transformation journey? Has enterprise support been purchased.

As far as the support from ZOHO is concerned, the big plus is that we have always received some kind of response /information - sometimes it took a while or required the exchange of several messages to finalize everything, but in general we have never been left without an answer. I don't know if there is a ZOHO SUPPORT> we use ZOHO CARE .

17. Would you recommend Zoho One to a friend, customer or other company?

Yes, above all, because of the wide range of applications and functionalities. I must say till date we have not yet experienced any significant limitations of the system, that we could not achieve some functionality - everything is a matter of time.

For the fact that it is localized in Polish and has a friendly interface, clear way of subscriptions, offers access to around 60 applications which in fact give the company the possibility to implement all processes. In addition, ZOHO is developing all the time and every now and then new functionalities are added. Also the support team is very friendly and quick to respond, despite such a large number of subscribers, they respond to requests and take into account solutions to problems.

18. Would you recommend your partner to a friend, client or other company?

We found our current Partner - PFC group via the Internet because we actually were not satisfied with the cooperation with our previous Zoho Partner.

We are so far very pleased with the cooperation with PFC group, this partner is available and willing to help, we also like the speed of their response - the partner actually responds quickly every time and tries to help us.

I think that in our case, standard partner support is not fully used due to the strategy we have adopted in the company: we focus on developing a team dedicated to Zoho to have in-housing support. Nevertheless, our current partner's willingness to help and his openness make us want to stay with them, despite the small scope of cooperation.

When it comes to Zoho, we are rather independent - we have a 5-person department in the company dealing with ZOHO and we try to solve difficulties and challenges ourselves due to the strategy we have adopted - we are building an internal team that will eliminate the need to seek external help. This is a great value in terms of knowledge of processes, company structure and employees. Before the expansion of the department, together with the previous Partner, we conducted several topics, but unfortunately they ended in failure and a very long time was lost for of information exchange. Having everything in-house allows us to operate more efficiently and, in our opinion, this makes employees more willing and efficient to work with the system.