

360-Degree View of Clients with Zoho One

Z I M A
Z I M A C L U B

Russian-speaking media project | zimamagazine.com
London, United Kingdom

► Industries

Event management, Media management, Advertising

► Services Used

CRM

► Core Technologies



► The Brief

Zima Magazine is an online publication that offers engaging and thought-provoking content on culture, art, and society in the UK. With a growing community of readers and contributors, Zima Magazine needed to manage its memberships, events, advertisements, and physical products in one place.

► The Challenge

The key challenge was to build a scalable and flexible solution that would provide Zima Magazine with a 360-degree view of its clients, streamline its business processes, and improve its customer engagement. The main aim was to build a unified customer and sales management system and to automate several directions: membership management, event management, selling advertisements, and physical products.

► The Solution

Our solution for Zima Magazine involved the implementation of a fully automated customer management system using the Zoho One and CRM platforms. This allowed for a centralised database of all clients and a complete history of customer relationships across multiple channels. The system also provided automated scheduling for future events and personalised communications, such as birthday greetings, sent via various channels.

► The Impact

The implementation of our Zoho One-based solution had a significant impact on Zima Magazine's business performance. The tailored tools provided by Zoho One allowed for efficient membership management, resulting in a 92% client satisfaction rate.

The community of active members also increased by 33%, contributing to a 24% increase in client satisfaction rates. The use of feedback surveys led to a 73% fulfilment rate, and task management was streamlined, leading to no lost tasks and a 46% increase in service delivery. Real-time analytics provided fast and accurate data for decision-making, contributing to overall business success.

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46% increase in service delivery

25% decrease in event transaction costs

46% increase in event check-ins

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