RescueOne and Zoho Creator:

Search and rescue powered by low-code

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About the company

RescueOne is a company specializing in search and rescue services since 2008. It also offers specialized expert training for rescue operations. Operating on a 24/7 basis, it has a global network, and the organization's expertise includes multi-terrain rescue endeavours, as well as rescue from natural calamities.

Since its founding, their operations have included:

○ The evacuation of over 100 travellers trapped in Nepal. This was during the disastrous earthquake of 2015.

○ Wading through a snowstorm in Mount Kazbek in Georgia. RescueOne airlifted two hikers on the brink of hypothermia.

○ Scaling Mt. Puyehue in Chile to rescue hikers after days of extensive searching in dense forests.

○ Saving a lone Israeli hiker from the Negev Crater who faced an intimidating heatwave.

These daring rescue operations have brought RescueOne critical acclaim in the challenging domain of search and rescue.

The challenge

In the beginning, the company had enlisted the help of a software company to build a basic software solution that functioned with SQL Server as its backend. Long email threads were the norm and employees managed data using spreadsheets.

As the company grew, it faced several problems with its existing method of operations and software systems used:

○ With time, SQL Server became slow and complicated to work with. The company had to train new employees on data manipulation tasks, which was time-consuming and difficult.

○ Never-ending email threads were difficult to keep track of.

○ Spreadsheets grew in size and couldn't facilitate seamless collaboration amongst employees.

○ The company needed a flawless software system to manage labor and crucial tasks, such as salary processing.

○ The company has flexible work hours. This created the need for a system to track over time, which the existing solution wasn't able to do.

Besides the shortcomings of their previous software, there were a few other pain points which required a solution:

○ The different departments of the organization were operating in silos.

○ The sales department found it difficult to collate incoming requests, as there wasn't any system in place to organize them. It was also hard to channel these into the system and process them.

○   The operations team found it hard to stay in sync with personnel. The nature of the company's business model required that its personnel operate out of the field most of the time. Thus, the company needed a system to enable real-time synchronous collaboration.

○   The administrative team found tracking customer payments, revenue, and financial administration to be a difficult task.

To digitize, streamline, and automate its operations, RescueOne needed a new, efficient, and competent solution.

The solution

Naveh Lev, the International Rescue Division head of RescueOne, started searching the internet for solutions that would help the organization overcome its operational difficulties and scale its growing business.
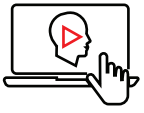
Off-the-shelf software solutions were incompatible with RescueOne's unique business model. Enlisting the aid of professional software developers, which was already done, would entail a long, difficult, and expensive process.

During the search for a viable way to develop custom applications, Naveh discovered the power of low-code platforms.

Realizing the capability of low-code platforms to empower application developers to quickly develop and deploy secure, robust, and scalable applications, he started scouring the internet for the best low-code platforms. After evaluating several, Zoho Creator appealed to Naveh, due to its easy-to-use application development tools, affordability, and WYSIWYG interface.

On Zoho Creator, Naveh found developing applications to be a breeze, and he had the first prototype for RescueOne ready within a matter of hours. A few days was all it took to build the first fully functional application. Soon, Naveh started transforming all the various requirements of the organization into accessible, feature-rich Creator applications.

Naveh found Zoho Creator to be:

Easy to learn	Quick to develop and deploy	Auto-scalable
Secure	An application porter's dream: one-click deployment to the web, iOS, and Android	Affordable and a value for the money invested

Naveh built comprehensive solutions on Zoho Creator to streamline RescueOne's operations:

Inbound request management

Naveh built a Creator application to manage inbound requests. This application also provides a framework-based dashboard to classify incoming requests based upon their type.
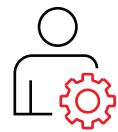
Order management

This application has a dashboard to manage orders, which can be manually added. RescueOne can also import orders from the site's WordPress backend. There's a 2-way integration implemented between the Creator application and the RescueOne website.

Operations management

Streamlining the operations of the organization was a prime requirement for Naveh, so he built an operations management solution. This serves as a tool to dynamically assign incoming tasks to employees based upon their expertise. This also uses Zoho Creator's scheduling features to assign reminders to teams and employees for their tasks.

Administration

Naveh built a dashboard using Creator's drag-and-drop dashboard builder. This tracks customer payments and the operational expenditure of the organization.

This tool is also used for employee payroll management, and its dashboard compactly displays the financial inflows and outflows of RescueOne.

Benefits and ROI

The solutions we've built on Creator have helped us scale automatically. We've also streamlined our business processes, thanks to the platform's capabilities.

Naveh Lev
Application Architect and International Rescue Division head of RescueOne

Upon transitioning to custom Zoho Creator applications, RescueOne has realized some major benefits:
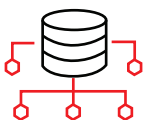
Seamless scalability

Auto scalability of the applications built on the Creator platform has facilitated the rapid upscaling of the organization's business processes, to serve an increasing user base. The organization can now scale its operations without onboarding additional manpower. This reduces operational expenditure.

Improved customer experience and customer satisfaction

The instant notification features of the low-code platform have reduced the turnaround time for critical search and rescue requests. Also, their Creator applications make instantaneous responses possible. This includes mobile alerts, a must-have in the rescue operations industry.

Ability to make data-based decisions

The metrics gathered from the dashboards in their Creator applications allow stakeholders to make decisions based on data. These informed decisions allow for better forecasting of organizational resources, which results in improved efficiency across the enterprise.

Improved accuracy and accountability

Accuracy is vital during rescue operations, as the slightest error could mean life or death during risky missions. Creator applications empower RescueOne personnel to assess and make critical decisions in the field, backed by data with high accuracy, at any time.

Looking forward

Creator applications have assisted the growth of RescueOne, and the organization has upscaled its operations without any hassles, thanks to the platform's features.

Whenever a new requirement arises, Naveh and the team can leverage the platform to prototype quickly and deploy an application to address it.

Looking forward, the team has the following solution in the works:

Custom inventory management

Naveh intends to leverage this Creator solution to effectively harness the growing repository of rescue equipment in RescueOne's inventory.

About Zoho Creator

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.

ZOHO Creator

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