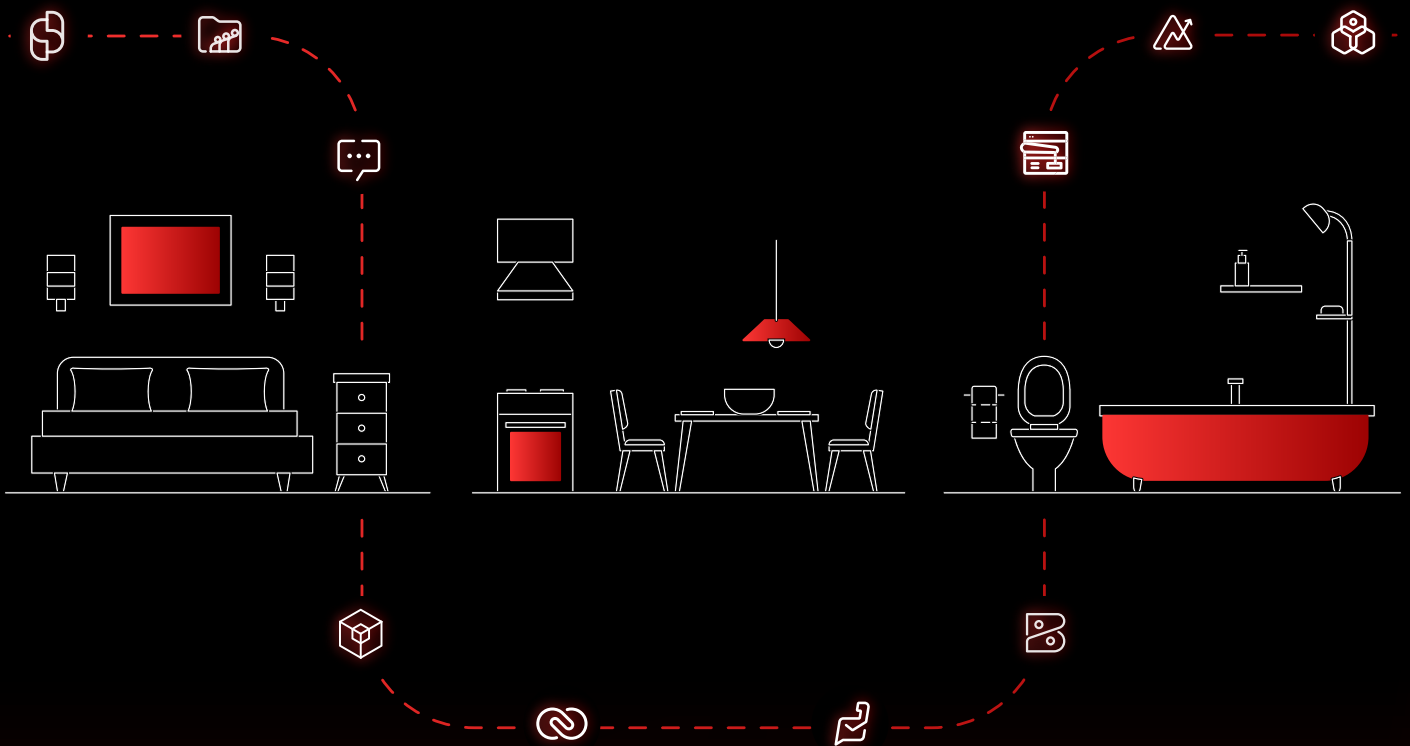


ArtiCAD Ltd

# Building a seamless journey from start to finish with Zoho One

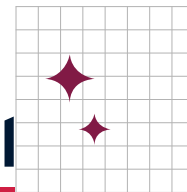


[zoho.com](https://www.zoho.com)



# The Company

Everything we do is  
**Designed to Help You Sell**



Established over 31 years ago, ArtiCAD is a software producer for the kitchen, bathroom and bedroom industry, serving thousands of designers, retailers and manufacturing specialists worldwide. Their software portfolio includes an all-in-one design and pricing solution, project management tools, consumer room planners, visualisers and VR/AR applications - all of which can easily be integrated and customised to suit individual needs. Their team is 66 strong with the vast majority based in the UK, and subsidiaries/distribution hubs located in Ireland, South Africa, North America, Australia and New Zealand.

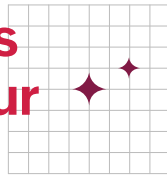
We spoke to Theresa Turner, Director of Marketing & HR, and Alex Rollinger, Marketing & Operations Executive, to discover how the implementation of Zoho One has streamlined processes within the business, enhanced user experience in every team, and most of all, saved them thousands each year. As explained by Theresa: ***"We wanted to improve efficiency and felt that the connecting workflows across the Zoho ecosystem would be the way forward."***

# The Challenge

Find one solution that can be implemented instantly, satisfy team members and talk with other applications across the business.



Existing applications did not link with each other, **causing roadblocks in the delivery of our customer service**



## Theresa Turner

Director of Marketing & HR

Life before Zoho saw a patchwork of different applications being used across the business, all of which were achieving different things. Applications included SugarCRM, Teamwork, Dotdigital, Dropbox, PeopleHR and Sage. Although 'OK' as stand-alone products, none of these integrated with each other making daily tasks, and tracking even the simplest of things, a chore. "Whilst we had many process systems in place, none of these were talking to each other. I found this to be extremely frustrating" Theresa explains.

There were talks of integrating what was already in use, but ArtiCAD knew this wouldn't be a cost-effective solution nor would it deliver the user experience they wanted for their team members. Another deciding factor was their upcoming CRM renewal - the bill for this and other applications was enormous.



ArtiCAD needed 'one' cost-effective system that brought everything together, helping them to streamline their processes, allow team members to be more efficient and deliver an outstanding customer service. What's more, the new system not only needed to support UK operations, but also the teams out in South Africa, Ireland and other territories too.

The hunt for a new system was on!

## Theresa's must-haves for a new, complete package:

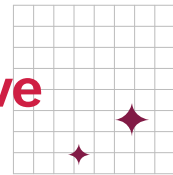
- ◆ To implement a system that not only had all the apps, but also apps that integrated with each other.
- ◆ To manage the entire customer journey from onboarding through to training and support.
- ◆ To record and track every client interaction, including support tickets, phone calls, emails and survey responses.
- ◆ To be cost-effective and facilitate a do-it-yourself implementation process.
- ◆ To be highly customisable without requiring developer intervention.
- ◆ To automate bulk actions and repetitive tasks, freeing up team members' time.
- ◆ To have one system that could be managed and used across all territories.

# The Solution

Zoho One has everything we could ever need. It's super-simple to use and doesn't overcomplicate things.



With the technology that Zoho have provided us,  
**we've allowed our customers to have  
an even better experience**



**Theresa Turner** - Director of Marketing & HR

ArtiCAD met with business guidance consultant, David Egerton (now at SME Advantage, a Zoho Advanced Partner), to help plan and implement a business growth strategy. Together they completed an audit of all operational systems within the business. Theresa: "The goal was to systemise everything." With goals outlined, issues pinpointed, David knew "Zoho One would be the perfect fit." It would cater for all of ArtiCAD's needs, plus much more.

Being exposed to over 40 applications (at the time) not only solved the above pain points, but would cost ArtiCAD less than their SugarCRM subscription alone. This meant Theresa had a compelling argument to bring to the Board. As long as everything could be migrated over before their existing CRM renewal, Theresa could implement Zoho One to take over all functionality and eliminate the need for multiple software providers.

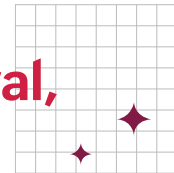
Starting with Zoho's comprehensive CRM, ArtiCAD built an end-to-end solution to house their entire customer journey. They initiated a series of simple and extensive workflows to improve customer on-boarding, automate repetitive tasks, and integrate with other applications from the Zoho One ecosystem.

ArtiCAD have also integrated separate instances of Zoho Books and Zoho Subscriptions to simplify payments in multiply currencies and offer an end-to-end billing solution for their Finance Team. After seeing the power of Books and Subscriptions combined, it wasn't long until ArtiCAD migrated over from Sage.

***"One of our favourite features is the customer portal in Zoho Books. Our customers can go in and see all financial transactions, download invoices and make payments".*** This is just another step to improving the overall customer journey. ***"Any colleague, even with no financial experience whatsoever can use the software"*** says Theresa.



We've managed to replace everything with Zoho,  
**the whole Board uses it. One renewal,  
one invoice!**



**Theresa Turner** - Director of Marketing & HR

Zoho Cliq has changed the way ArtiCAD communicates internally for the better. Before Zoho Cliq, ArtiCAD used Skype for internal messaging, meetings and contacting colleagues across the globe. Theresa: "Using Skype encouraged team members to operate individual silos. ArtiCAD didn't have one uniform communication method across the business." Zoho Cliq, as mentioned by Theresa, has been transformational for the business. Its ease-of-use allows team members to communicate and collaborate on projects across the board, all of which are recorded and can be referred back to at any time.

Other integrations include Zoho Campaigns, Zoho SalesIQ, Zoho Mail and ArtiCAD's telephony system.

The adoption of Zoho One has been positively received across the business. Its ease-of-use meant ArtiCAD didn't have to spend a lot of time training team members on how to use the system. Once they understood one app, the rest became second nature.

# Zoho really does have it all!

Alongside CRM, Books, Subscriptions and Cliq, ArtiCAD uses a long list of Zoho applications to streamline processes, look after customers and manage team members.



**Zoho Workdrive:** Zoho Workdrive has been used in the business since Day One. Zoho's file management solution has proven invaluable to ArtiCAD as they use it store, share and encrypt files. ArtiCAD have the capability to securely upload sensitive information, knowing files can be safeguarded with password protection. This ensures peace of mind, understanding that data will not land in the hands of the wrong individuals.



**Zoho Desk:** To boost customer experience, ArtiCAD decided to bring Zoho Desk into the mix. Working alongside Zoho CRM, Desk enables customers to raise their own support tickets. These tickets seamlessly integrate into the system and are promptly routed to the appropriate team for immediate response. Zoho Desk's clever functionality suggests FAQs and help articles to customers as they type out their issues, all of which can be accessed 24/7. Theresa adds: ***"We have seen a huge improvement in customer satisfaction (backed up by their 5\* reviews) and a drop in support tickets raised each week."*** It's a match made in heaven!



**Zoho Sites:** When an agreement was put in place to build a brand new brochure site for their sister company, KBBCConnect, ArtiCAD knew Zoho would have the answer. Along came Zoho Sites. In just 2 days, ArtiCAD created a new website from scratch, replacing the old version that no longer provided the journey or experience that ArtiCAD wanted for their customers. Alex Rollinger, Marketing & Operations Executive at ArtiCAD: "I couldn't believe how easy it was, its drag and drop functionality sped up the whole process. The built-in SEO function made it ten times easier to optimise and drive traffic to the site."



**Check it out here: <https://www.kbbconnect.com/>**



**Zoho Analytics:** ArtiCAD uses Zoho Analytics' real-time reporting and conversational AI tool to improve visibility of key metrics. Before Zoho Analytics, ArtiCAD would spend hours each month accumulating the relevant KPIs needed for management meetings. Having a central data hub gave clear visibility into every area of the business and saved time by not going into each individual platform to gain insights. *"The Zia function in Analytics is fantastic. It has generated reports from just a few sentences - it has point-blank saved me"* Alex explains.



**Zoho People:** Zoho People was brought in to replace PeopleHR, allowing ArtiCAD to keep another section of the business under the same umbrella. ArtiCAD use Zoho People to motivate team members with performance management strategies, goal setting, performance rewards, retention and recruitment. *"It's a wonderful application and helps us to manage team members with ease"* says Theresa.

## SME Advantage - Zoho Partner



Having them alongside us in this process  
**has been invaluable!**



**Theresa Turner** - Director of Marketing & HR

SME Advantage is a Zoho Advanced Partner. They worked with ArtiCAD from the initial consultation, through the entire implementation and beyond. Seb Ellson, ArtiCAD's Account Manager, and Jacob Shetty, their Lead Developer, made the whole process effortless. *"We couldn't have set everything up in such a short timescale without their help"* says Theresa.

*"Seb and the team 'get it' immediately! They know exactly what we want because they have vast experience with companies like ArtiCAD. Nothing is ever too much trouble."*

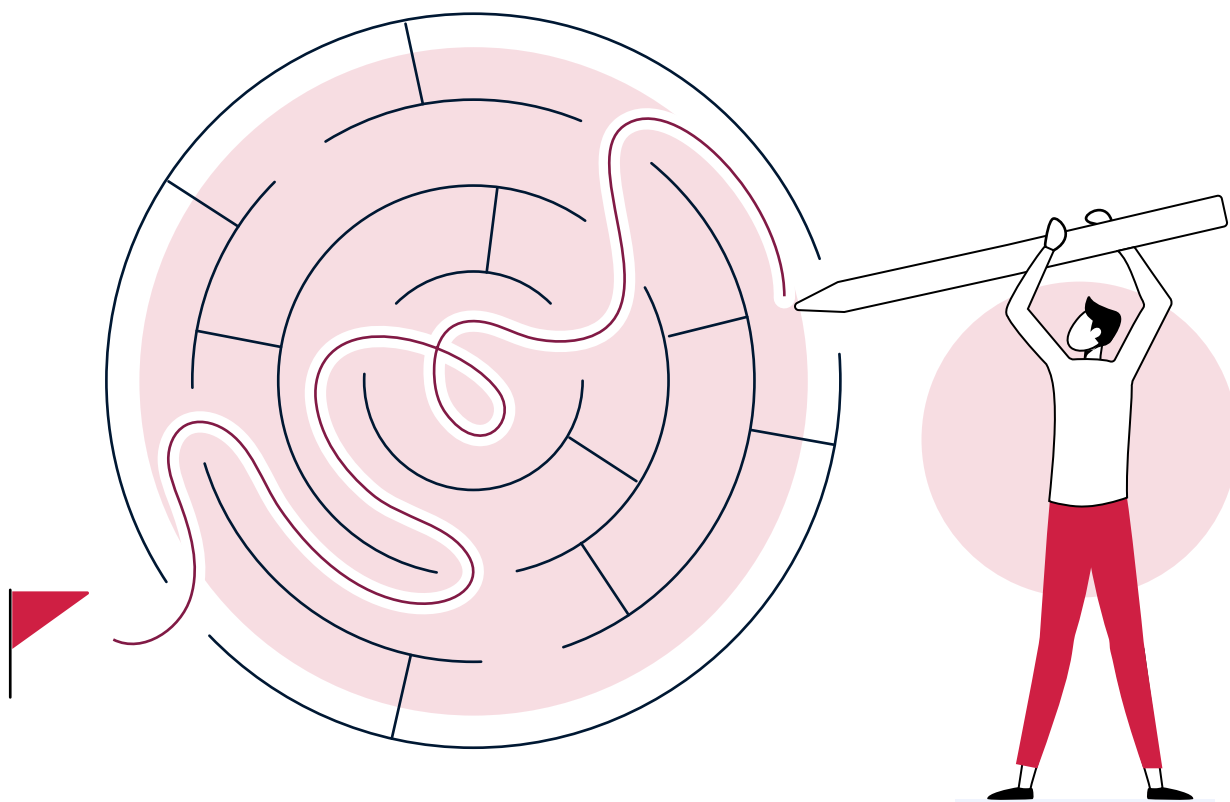


# The Future

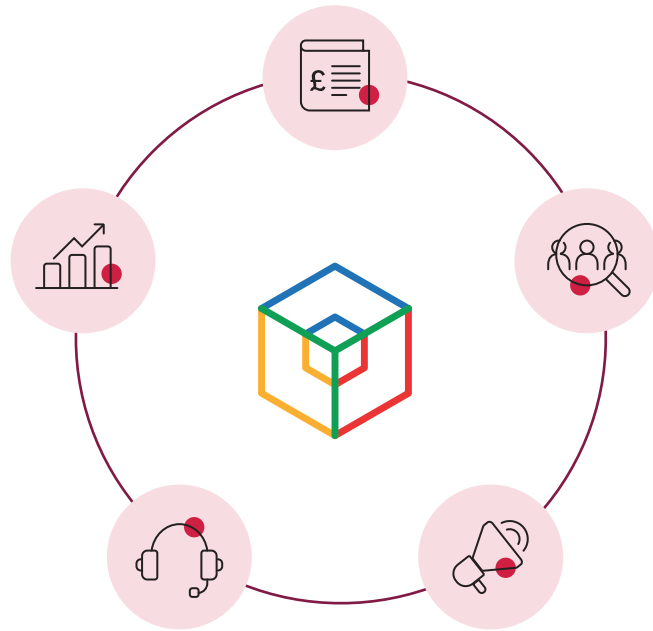
## What does ArtiCAD's Zoho future look like?

There are plans to expand its use of Zoho Projects in the upcoming months. Theresa: "We are currently just scratching the surface." The end goal is to invite Enterprise customers who use the ArtiCAD software into the Portal so they can interact and collaborate with ArtiCAD in one place. Talks are already in place with SME Advantage to agree a way forward. **"We are extremely excited about this opportunity!"** says Theresa.

Another upgrade on the agenda involves the implementation of live chat on Zoho Desk. With the proven success of Zoho Desk both internally and externally, ArtiCAD believe this step represents the next phase in enhancing their customer journey, offering speedier responses and resolutions right at the customer's fingertips.



# About Zoho One:



Developed as the ultimate 'operating system for business', the Zoho One bundle is a collection of 55+ integrated applications that cater to every diverse need of a modern business. From Sales to Marketing, Customer Support, HR, Operations, Finance and Legal, Zoho One's powerful suite of tools can be relied upon by every department to improve performance, enhance collaboration and streamline processes. An unrivalled yet affordable solution, Zoho One's cloud-based apps bring extraordinary value to any organisation.

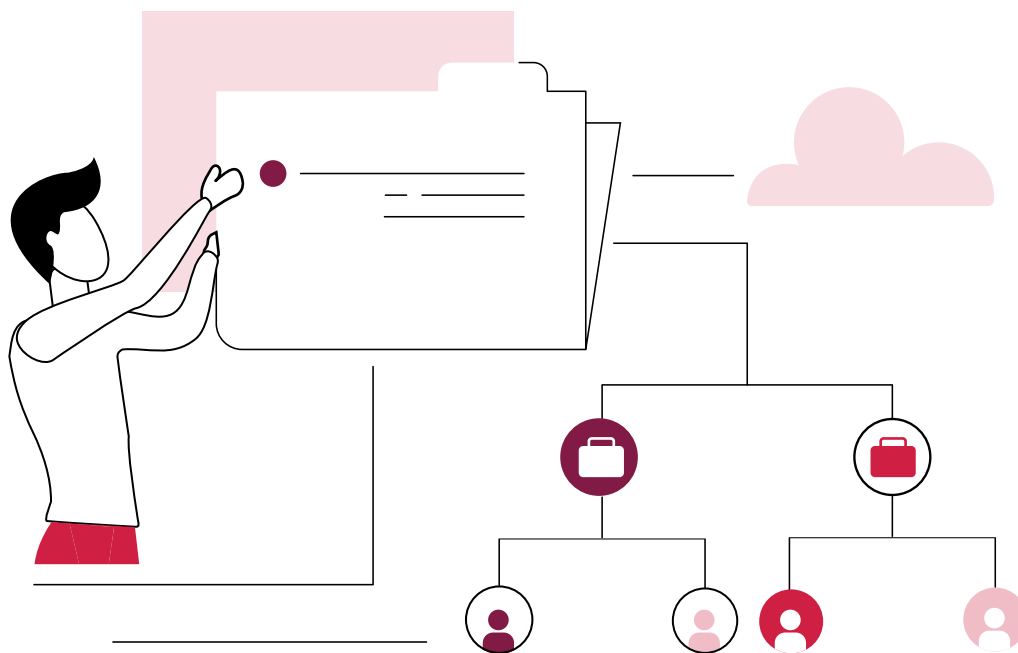
**Please find out more via our website: <https://www.zoho.com/one/>**

# About the Partner Programme:

We have a vast network of partners across the globe who are all experts in Zoho products. All of them are there to identify, manage and implement the right set of Zoho tools to address the unique needs of your business. Once implemented, they can provide direct training and support to help you make the most of your technology investment.

**Find and contact the right partner for you via our website:**

**<https://www.zoho.com/partners/find-partner.html> About our Partner Program**



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**ArtiCAD Ltd website:**  
<https://www.articad.com/>



**zoho.com**



Zoho One



CRM



Desk



Books



Subscriptions



Workdrive



Cliq



Sites



Analytics



People