



"I don't know of another alternative  
that allows non-coders to create  
such beautifully easy online databases"

*-Alan Bradford, Marketing Consultant.*

#### **THE CUSTOMER:**

K. Hovnanian® Homes™ is a nationally recognized homebuilder that has been committed to excellence since 1959. The company started as a family-owned business, and through well-defined acquisition efforts, has expanded over the years to become a family of homebuilders with localized expertise in numerous markets throughout the United States.

Their stock price, which has steadily gained in value over time, is further testament to their financial strength and stability – reasons why K. Hovnanian® Homes™ remains the First Name in Lasting Value®.

**"I am very impressed with Zoho Creator. It saved me thousands of hours learning Microsoft Access. Anything that can replace having to learn another Microsoft program makes me happy."**

#### **THE CHALLENGE:**

- Information transfer was unbelievably slow.
- No data consistency and built-in accountability.
- Home listings on the corporate website were not up to date.
- Sales representatives had no way of quickly accessing the company's inventory home list.

In order to keep their home listings current on their corporate website ([www.khov.com](http://www.khov.com)), the management needed to get accurate information from their field sales associates working at various communities. Initially, the field sales associates were either faxing or emailing data using spreadsheets, word documents or just plain text, on a weekly basis. . With nearly 20 new-home communities spread across the state of Arizona, the lack of consistency in data and slow transfer of information resulted in false or out-of-date information listed on their websites and hence unsatisfied customers.

Additionally, the field sales associates had nowhere to look to see the entire company's inventory home list, in one place. They have several communities that build the same floor plans, and often a customer will want to know if a floor plan is being built or available in another part of the state. With the current system, the sales people had no way of quickly accessing this information.

To tackle the above challenges, K. Hovnanian® Homes™ needed a web-based solution to enable their sales associates to access/submit information from anywhere. In addition, they also needed a solution that would allow them to import data from a pre-made spreadsheet or via email, as some of their communities experience occasional loss of Internet connectivity. The budget to solve these problems was a whopping \$0.00, so the solution also had to be free.

## THE SOLUTION:

After spending some time researching on alternatives, Mr. Alan Bradford, K. Hovnanian® Homes's marketing consultant stumbled upon Zoho Creator. Combining Zoho Creator, Zoho Chat and another free website hosting service, the team was able to setup an environment where their sales associates can update their information easily.

They are currently using Zoho Creator exclusively in the Phoenix/Tucson Division of K. Hovnanian Homes.

Their online database application created in Zoho Creator, addressed the following requirements:

- Enabled sales associates to submit/modify home listings by accessing the embedded forms in their web-site
- Ensured complete and consistent data
- Set-up automatic email notifications when homes were added or modified
- Maintain consistent, accurate and real-time data
- Search database using custom filters
- Subscribe to the RSS feed of the database

## THE BENEFITS:

- **Improved Productivity** : Now, the sales representatives are spending their valuable time on sales queries rather than charting reports to be sent. The Internet Author no longer had to spend 2-3 days/week collecting data, following up with co-workers.
- **Accurate and Real-time Data**: The home listings maintained by the company's website is now accurate and current.
- **Satisfied Customers** : K. Hovnanian Homes customers now have access to accurate and real-time information.
- **Savings in Cost and Time**: Being Web-based and free, Zoho Creator service enabled company to implement an affordable solution that achieved all their requirements free of cost and with huge savings in time. The total time taken to create and launch the system was 3 weeks. *The entire process has been sped up by at least 48-72 hours.*

