

I would be nowhere  
without Zoho!

**Increasing sales from  
\$1M to \$20M in only two years.**

### COMPANY PROFILE



INDUSTRY  
Hospitality



TYPE  
B2C



SIZE  
11-50 employees

### COMPANY CRM CRITERIA



Customization



Pricing



Easy Migration

Each of our sales was averaging between \$10,000-\$200,000 and we badly needed a CRM to help manage these large groups! It was mid-2012, and, **JusCollege**, a startup hospitality company focused on booking vacations for large groups of college students was just beginning to get traction.

As co-founder Allan Teruel recalls, it was an internal incident that prompted the search for a CRM solution.

“We were using Google Docs for sales tracking and one day we accidentally deleted a very key Google doc that had important customer information. This was because Google Docs was not really meant to be used as a sales tool. At that point I decided we need to make an investment into some kind of a software to manage our sales pipeline and began what turned out to be a very brief search before I found Zoho,” said Teruel.

JusCollege was initially founded in 2010 as a solution for “everything having to do with college.”

As Teruel recalls, “We knew there was this need for college everything—whether it was textbooks, food, stuff for your dorm room, travel, etc. So we threw a bunch of ideas out there. We were essentially trying to make a ‘Groupon’ kind of company for college students and we failed miserably. We got down to about \$500 in our bank account and we realized, ‘What the heck are we gonna do?’ Luckily we had one deal that came through and it was travel related.”

“We soon realized that everything else failed except for travel. We knew college students had a pain point—they travel in a group of 50-100, 200 kids and no one had the time or expertise to do travel arrangements and deals with hotels, buses, flights, etc. It was just a nightmare for them. So with that we understood that we needed to somehow make this extremely turnkey and make it really simple for these college groups to do it. That’s what brought us to where we are at today. We are a travel company focused on helping 20 million students travel,” said Teruel.”

## Challenges:

Teruel knew his first challenge would be finding a tool that can effectively manage the large volume of contacts flowing through his sales pipeline while maintaining a similar level of collaboration he had with Google Docs.

“After the Google Docs incident, I decided it was time to actually invest in software meant for sales. We needed something reliable to manage these large groups. I had actually heard of Zoho, so I decided to try it out. I played with Zoho CRM and immediately felt that it did everything that we needed it to do, and did it very easily. It managed our whole sales pipeline, from the leads to our potentials, to nurturing the whole deal, and closing the win.”

## Solution:

JusCollege looked at three different CRM solutions during its search. “We looked at Zoho, Salesforce and Sugar CRM. We were a team of just three people and weren’t making as much money as we do today. So we needed something that was extremely affordable and something that was scalable where we all have complete exposure to everything. We wanted access to each other’s potentials to make collaboration easy. We needed something that automated our workflow so that when we do change-stages, the right people are alerted, the right emails go out, etc. When we took all of these needs into account, Zoho was the only CRM that solved every single need we had at a reasonable price and exceeded our expectations.”

## Results:

JusCollege had no problem implementing Zoho CRM and was up and running in a matter of days.

“It was very easy because we didn’t have an existing system in place. We had our Google Docs and we had our emails—that was our pseudo-CRM. The adoption was 100 percent throughout our company. We hired a few part-timers to help us with data migration and data entry, but overall the process was very easy.”

“In 2012 we did probably a million dollars in gross revenue. In 2013 we did five times more than that so about \$5 million. We attribute this to Zoho —just being organized, getting more visibility and seeing where the problem points are, and restructuring our business. This year we are planning to \$20 million in revenue.”

Being able to assign activities back and forth between our distributed team is extremely valuable to us. We basically have sales people and order-fulfillment people and they are able to communicate

with each other as quickly and efficiently as possible because we are assigning the small tasks for each other as opposed to using emails that end up getting lost into a black hole. So activities and email notifications are huge. That by far is the biggest feature-impact that we've had.

We are ready to make a bigger investment into Zoho and increase our use of workflows and automations." I've always recommended Zoho. I think Zoho gives us the TLC that we need. I've used support a few times and they have been very prompt. For what I pay, I get way more than I expect and we have absolutely increased revenue year over year, quarter over quarter because we have a CRM like Zoho in place. I would be nowhere without Zoho!"



Zoho CRM is a cloud-based software for managing your customer relationship in a better way. It helps streamline your organization-wide sales, marketing, customer support, and inventory management functions in a single system. We are light on your pocket and the features and integrations we give you are unmatched.

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