



We now have more than 15,000 sellers using our services.

Amazon India Helps Retailers Flourish Through Zoho CRM

COMPANY PROFILE



INDUSTRY
E-commerce



TYPE
B2C



SIZE
10000+ employees

COMPANY CRM CRITERIA



Customization



Integration with
Zoho Reports

When **Amazon**, expanded its operation to India in 2013, they had their work cut out for them, to put it lightly. As the second most populous country in the world with roughly 1.25 billion people, India's diverse and populated marketplace harbored a major opportunity for the Seattle-based firm. However, only about one-fifth of the population has internet access, and only a small fraction of that demographic have ever shopped online. Given the varied levels of exposure to technology, Amazon realized they needed to make it easier for their less tech savvy sellers to get familiar with the e-commerce marketplace. To make it happen, Amazon's goal was twofold:

Establish a network of service providers to help sellers make the adjustment, and create the best online shopping experience for buyers and sellers alike.

They knew they couldn't do it alone. They needed a CRM.

"Not just any CRM," the team said. "One that was flexible enough to support our distinct operational needs and expand as we grow."

Challenges:

Finding The Right Platform

Amazon India had to find a CRM that was customizable and easy to learn. With such a large volume of motivated sellers wanting to get online to start selling ASAP, Amazon needed to find a CRM post-haste. eCommerce operations in India were growing rapidly, and Amazon India needed to stay ahead. "We decided that Zoho was the tool to use because it met our usability requirements, and we could easily customize it to meet the unique needs of our operation," the team said.

Results:

Ensuring Quality and Operational Growth

Zoho CRM's simple & user friendly UI paired with its customization capabilities helped Amazon to streamline their previously unstructured service provider network in India. With Zoho, they were

easily able to oversee the entire service provider network with complete transparency. Anand Goyal, program leader for the service provider network, said, “The functions we’ve added have brought Zoho CRM beyond a simple contact management system to become more of a complete operational platform. We’ve integrated with Zoho Reports, and we have even extended the platform to include multiple features like SMS, email, and alerts for sellers, so they know when a contact is to be expected, what the status of their job is, etc.” Furthermore, he explained that they can now “easily mitigate and control transactions that fall below standard in the same fashion.” “There is no doubt that I would recommend Zoho CRM for its flexibility and ease of use,” Goyal said. “We now have a huge volume of sellers using our services. It has helped us grow--and quickly at that.”



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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