



# Zoho CRM has been a perfect fit

**A business transforms the way  
they track customers and equipment**

## COMPANY PROFILE



INDUSTRY  
Telecommunications



TYPE  
B2B



SIZE  
1-10 employees

## COMPANY CRM CRITERIA



Customization



Zoho Creator



Workflow Automation

In 1999, Chester Hull saw a major opportunity in the consulting industry. As an ordinary consumer, Hull began to take notice of how frequently he was put on hold when calling companies for support, inquiries, or product information, and how often the experience was relatively unpleasant.

“How long will I be on hold for? Why is the ‘hold music’ so awful? When will I reach a real person to talk to?!”

Hull seized the opportunity to address this common customer pain and started his company **Prosound**, to alleviate this pain. His goal was to work with companies around the globe to offer an amazing customer phone experience.

For the first seven years of business, Prosound tracked its customers with spreadsheets and various database programs. As the customer base grew, so did the data that needed tracking. Additionally, the aspect of mobile integration offered a valuable opportunity for Prosound which was impossible with the current customer tracking approach. Hull decided that if Prosound wanted to take business to the next level, he needed flexible CRM solution with mobile integration. Prosound is a consulting company providing turn-key systems for transforming customer caller experience. Prosound’s services include writing automated phone messages, recording them, and ensuring the installation works according to a company’s system specifications. As CEO and founder Chester Hull summarizes Prosound’s approach, “Why are your callers reaching out to you, what are they expecting, and how can we make that experience better.”

## Challenges:

Prosound faced an intimidating task: transferring their existing database of thousands of contacts into a cloud-based CRM solution. Additionally, they would restructure the way they interact with customers to take advantage of mobile integration so that customer information could be accessed and edited in-field.

As such, Prosound needed a CRM solution where they could quickly import contacts and easy begin to use mobile features without incurring substantial cost.

Hull initially tried the CRM solutions from Intuit and Salesforce. “With the Intuit product, it just wasn’t

as customizable and flexible as we needed. And with Salesforce, it was actually just more than we needed and certainly much more cost than we needed.”

Hull’s selection criteria for a CRM solution were the following: Low Cost Barrier to Entry – With the myriad of CRM solutions available, Hull did not want to end up spending a lot of money on a CRM solution that didn’t fit his needs. Rather, he wanted something he could start using immediately, before deciding if this is the right solution for Prosound.

Mobile Integration – Prosound performs a large number of field visits and needs to access customer information on the go.

Flexibility – Customer equipment tracking requirements constantly change for Prosound, so they needed a CRM solution which allows them to easily customize and change the tracking fields.

Connectivity – Ability to sync with email management software to allow easy data sharing.

## Solution:

Prosound’s choice to try Zoho CRM was quickly validated with the ease with which they implemented it.

“Migrating over was pretty basic for us. What was really nice is that we slowly dialed in our customization of CRM and could add additional fields as we went, whenever we wanted.”

Soon after trying the free trial, Hull decided that Zoho CRM was the solution for him.

“It was just so easy and intuitive, and it satisfied every one of my requirements.” Zoho CRM’s first major impact for Prosound was that it enabled much better tracking.

“Before implementing Zoho CRM, we didn’t have an exact track of the equipment we had at a client’s site, what the status was, and what kind of phone system they had. This information just slipped through the cracks and this was one of the first customizations we used with Zoho CRM. Now we can quickly pull up that information as we’re talking to a customer and know exactly what equipment they’re using.”

Additionally, Zoho CRM's cloud storage allowed easy data access and automatic data backup

## Results:

“In the last four years, we’ve transitioned entirely to the cloud so every business function that we do is in the cloud and Zoho CRM was a natural fit for that versus something running locally. We’re now a completely virtualized office so we have people connecting from different parts of the world. Additionally, Zoho CRM gives us instant backup and data recovery which is great. Zoho CRM has been a perfect fit.”

Prosound has also been able to take advantage of Zoho’s cross product connectivity. “We’ve been able to tie CRM and Zoho Creator together and store things like email conversations in the Creator database and link them to specific customers in CRM which is critical. Connecting these two applications has been incredibly powerful for us.”



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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