



Our adoption  
has increased by 300%.

## Employees find value in working in the field with Zoho CRM

### COMPANY PROFILE



INDUSTRY  
Industrial Automation



TYPE  
B2B



SIZE  
11-50 employees

### COMPANY CRM CRITERIA



Customization



Email Integration

**TECO Pneumatic** was originally founded in 1937 as Transmission Engineering Co. in San Francisco, Calif. TECO is a wholesale distributor of pneumatic components, structural erector-set framing systems for machine builders, and hydraulic hoses and fittings. TECO has two offices and eight sales people who work remotely. TECO's sales staff is knowledgeable about application engineering, and works closely with customers who rely on them to help engineer a project or provide needed components.

## Challenges:

Prior to implementing Zoho CRM, integrated with Gmail, TECO had a difficult time getting employees to login and use its former CRM system, Salesforce.com. Employees felt the system provided little value, and was just an added tool that wasted time. Because only a handful of employees were using the system, it failed to provide management with the solid data in order to make strategic decisions. Even worse, because the old CRM system contained limited information, it wasn't useful in providing historical data when supporting or selling to a customer. Both TECO and the customer suffered.

## Solution:

Zoho CRM integrated with Gmail provided TECO with the seamless solution they had been looking for. All TECO employees use Zoho CRM to communicate and register activities with customers. Instead of using a standard email client, TECO employees use Zoho CRM with integrated Gmail because it provides a more intuitive and productive way of working. This widespread adoption provides a simple and aggregated view of each customer's status, helps sales staff provide better customer service and gives management valuable insight into the customers' experience.

## Results:

Since switching to Zoho CRM and Gmail, TECO Pneumatic has experienced three major benefits.

TECO's employee usage of the corporate CRM system has tripled since the move to Zoho CRM and Gmail. Whether it is communication via email, details from a phone conversation, details about an opportunity or information regarding a service-related issue, TECO now has information on each customer at their fingertips. All information is in one system that everyone has access to and uses regularly.

Zoho CRM is much easier to configure and customize than Salesforce.com. TECO is able to add fields for information gathering without any programming background or expertise. This feature allows the business managers to create forms and templates to exchange information with customers either through TECO's staff or via an automated process.

By moving to Zoho CRM with Gmail is a quarter of the cost of the legacy system, saving TECO roughly \$45,000 a year.

President of TECO Pneumatic, Karl Anderson, says, "Zoho CRM is better than their competition and 75% less expensive. Our adoption has increased by 300% and the migration executed by ViWo\* was flawless."

## About ViWo\*:

Virus Woman Inc. (ViWo) is the premier Information Technology service provider operating as a contractor and subcontractor. ViWo is a Zoho Alliance Partner Program member implemented Zoho CRM for TECO Pneumatic, Inc.



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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