

ZOHO MAIL CUSTOMER CASE STUDY

RAMBAL LIMITED AT THE PEAK OF CRAFTSMANSHIP WITH ZOHO MAIL

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-D Kumareson, Manager of Rambal Limited



Rambal Limited is one of India's most sophisticated precision auto component manufacturers. Since 1957, Rambal Limited has exhibited astute craftsmanship making them leading exporters of high-quality products worldwide.

Impediments along the way

Expansion is nothing new in the manufacturing sector, especially not for Rambal Limited. However, in our modern era of rapid expansion, their widening customer base brought unprecedented challenges. Not only were their existing products in demand around the world, but they also needed new designs to accommodate their diverse, growing range of customers. Thus, an immediate solution to capitalize on their growth and avoid an impasse became highly necessary. A patch of such rebuild is getting a business email service.

Rambal's major requirements as they searched for a new email service were:

1. High-quality email delivery system with easy file sharing

With their Research and Development at their peak, Rambal Limited needed an email service provider who could ensure flawless communication and file

sharing between their technicians and engineers. "We were desperate to find an affordable email service with flawless deliverability and file sharing facilities," said the Manager of Rambal Limited, D Kumareson.

2. Low maintenance and an easy learning curve

Rambal Limited needed an email service that did not require high level technical knowledge. They wanted a service that can be easily maintained by anyone. "As a non-tech firm, we were not at all confident about finding a product that is both easy for us to learn and maintain," D Kumareson said.

3. Highly secure and private connection

As an original prototype manufacturer, Rambal Limited needed an email service that can provide highly secure transaction of files and data of any size. "We were hell-bent on finding a service that is highly secure so that we can share all our designs without any fear of leakage," D Kumareson said.



INDUSTRY

Manufacturing

HEADQUARTERS

Chennai, India

PRODUCT

Zoho Mail

PLAN

Standard Plan



Choosing the wrong gears to fit

Rambal Limited initially worked with a different email service provider who could not satisfy all their needs. With their previous email service provider, they faced issues with email deliverability, support, and sending large files as attachments. “Before Zoho Mail, we chose a service that couldn’t satisfy most of our needs,” D Kumareson said. “We were facing lots of issues with delivery. Our emails would not be delivered quite often. Sending large files was also an issue. Overall, it was a nightmare. We had no choice but to find a different service,” he added.

The Zoho Mail experience

In their search for a different service, Rambal Limited stumbled onto Zoho Mail. After the trial period, they decided to give it a try. “We were highly sceptical and worried about losing our existing data while moving to a new service,” D Kumareson added.

Rambal Limited’s major concerns were, losing data during the process of migration, disruption in the existing system, and waste of resources during the onboarding phase.

However, upon deciding to move to Zoho Mail, Rambal Limited migrated from their previous vendor without any hassle. There was no loss of data, and no toll taken on their productivity. “To our surprise, migrating to Zoho Mail was very simple. We didn’t have to face any negative repercussions,” D Kumareson said. “Our data was migrated so smoothly that we felt relieved.”

Zoho Mail met all their requirements. It not only eliminated all the issues they had been facing but also added value and facilitated

their work. Rambal Limited can now send emails without any disruption. They use WorkDrive (formerly Zoho Docs) to easily send huge attachments, and access 24/7 Zoho Mail support for any assistance.

“Zoho Mail is very efficient. We can send big attachments by just adding them to Zoho Docs,” D Kumareson said. “Admin panel is friendly and comfortable to access. But if I have to choose one thing we love, it would be how secure Zoho Mail is. It is awesome that no one can access our mailbox, even Zoho Mail. We send a lot of important and sensitive data and Zoho Mail is the only service we find comfort to rely upon.”

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Way forward

With Zoho Mail by their side, Rambal Limited has avoided a business impasse. They are now back in the path of high quality emailing experience. “The fact is, Zoho Mail did not just satisfy our needs but also showed us ways to increase and improvise our efficiency and productivity. Some inbuilt features like streams helped us streamline our internal collaboration,” D Kumareson said happily. “Zoho Mail has now become an integral part of our system that we cannot imagine us using any other product,” he added.

In the coming days, Zoho will help Rambal Limited into using Workplace and benefit from the integrated experience.



About Zoho

Zoho Corporation is a software development company with a passion for crafting valuable software solutions. Zoho began its journey in 1996 and now offers 45+ applications—each built to recreate the way businesses use software. As a pioneer software solutions provider, Zoho has earned the trust of over 50 million users globally.

About Zoho Mail

Zoho Mail is a modern email hosting service built to meet all your business email requirements. With Calendar, Contacts, Tasks, Notes, and Bookmarks, Zoho Mail is a highly integrated email suite offering a remarkable email experience. At Zoho Mail we believe in meeting the needs of every customer by making Mail highly customizable to satisfy a wide variety of demands. We stand apart from traditional email solutions by providing collaborative approaches such as work streams, email sharing and tagging, and an embedded chat application. Mail provides a productive communication channel that is easy, secure, and efficient, making it the right choice for any business.