

BidList:

**Streamlining home improvement
and saving \$300,000 annually
with a single app**



Summary

In this case study, we explore the success story of BidList, a US-based company that leveraged Zoho Creator to overcome operational challenges and enhance customer engagement. With a team of approximately 10 internal users and close to 800 customers interacting through their customer portal, BidList needed an efficient solution to manage business processes and cater to a growing user base.



We were able to accomplish what would typically require four to five developers with just one or two developers. The user-friendly features and flexibility of Zoho Creator make it accessible even to those with limited coding knowledge.

- Alex Parker, Co-Founder & Head of Technology and Development



Table of Content

04

The company

05

The challenge

05

The journey

06

The solution

08

Benefits & ROI

09

Looking forward

The company

BidList is a modern marketplace startup revolutionizing the home improvement industry. Since its establishment in 2020, the company's main objective has been to streamline the home improvement experience by providing a seamless shopping platform for homeowners and contractors. Their mission is to simplify the process of shopping, selling, and managing home improvement projects, making it convenient for all parties involved.

With BidList, homeowners and contractors have the power to access a comprehensive range of services and products at their fingertips, ultimately making the home improvement journey easier and more efficient for everyone.



The challenges

BidList faced several challenges as they grew. They needed a centralized platform to provide customers with accurate quotes and project details. Additionally, customizing the front end of their application to align with their website's aesthetics proved challenging with their existing drag-and-drop builder.

The journey

Alex Parker, co-founder and head of technology and development, discovered Zoho Creator during his previous role. Frustrated with the limitations of SQL databases and full-stack development, he sought a more flexible solution and found Zoho Creator. When BidList was established, Alex chose Zoho Creator as the foundation for the business, utilizing his knowledge to build the necessary architecture.



When we started BidList about two years ago, it felt like a natural transition for me, because I was already familiar with Zoho Creator. By that point, I had been working with it for about five years. So I was able to do some scripting myself and build the necessary architecture to support our business.

- Alex Parker, Co-Founder & Head of Technology and Development



The solution:

Streamlining with one app

BidList leveraged Zoho Creator to build a comprehensive application that addressed their specific needs. Within this single application, they developed robust modules, including a quoting system, project management tool, and integrated Zoho apps to enhance operations and workflow.



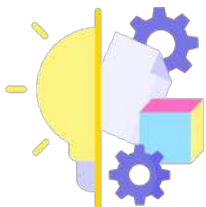
Custom app modules

They built modules tailored to specific needs, creating a hassle-free experience for stakeholders, namely:



The quoting system

BidList automated the process of generating accurate quotes for customers. Through scripting on Zoho Creator, when customers submitted a new request for a home improvement project, BidList collected project information and presented multiple options within 20 minutes. This streamlined process improved customer experience and sales cycle efficiency.



The project management tool

With Zoho Creator, BidList can now effectively track and manage projects, assign tasks to team members, monitor progress, and ensure timely completion of deliverables. By centralizing project-related information and facilitating collaboration, they minimized delays and confusion.

Integration with Zoho apps



BidList integrated Zoho Creator with other Zoho apps, such as Zoho CRM, Zoho Books, and Zoho Sign. Zoho CRM allowed them to store and manage customer data, track interactions, and gain valuable insights into their customer base. This integration empowered them to nurture client relationships and optimize sales and marketing strategies. Zoho Books facilitated invoicing and accounting, while Zoho Sign streamlined contract management.



We were able to transform our idea into a fully functional application in just three weeks, which was significantly faster compared to the much longer development process required with other solutions.

- Alex Parker, Co-Founder & Head of Technology and Development



Additionally, addressing the front-end customization challenge, BidList partnered with Incquet Solutions, a seasoned Zoho Creator Partner. With its expertise in assisting businesses through various technologies, Incquet Solutions knew exactly what the company was looking for. They helped BidList in customizing the front-end to match the website's look and feel, including more complex widget configurations.

Benefits & ROI

By implementing Zoho Creator, BidList achieved significant cost savings, equivalent to what would have required four to five developers with just one or two developers. This amounted to approximately **\$300,000** per year. The platform's user-friendly features also enabled individuals with minimal coding knowledge to master Zoho Creator and develop their applications quickly.



The one thing that I like about Zoho Creator is how accessible it is to someone that has a very rough or minor background in programming. Especially forms. So it's a huge knowledge base that you can reference to get your app running pretty quickly.

- Alex Parker, Co-Founder & Head of Technology and Development



Looking forward

As BidList continues to grow, they're excited about their future possibilities with Zoho Creator. They're particularly focused on leveraging the expertise of Incquet Solutions to set up a catalyst that will enable seamless integration between BidList's application and the systems of larger companies. These companies often have diverse and complex systems in place, and BidList aims to configure their APIs to establish smooth communication between their application and these external systems. This integration will further streamline project management processes and enhance collaboration between BidList and their partners.

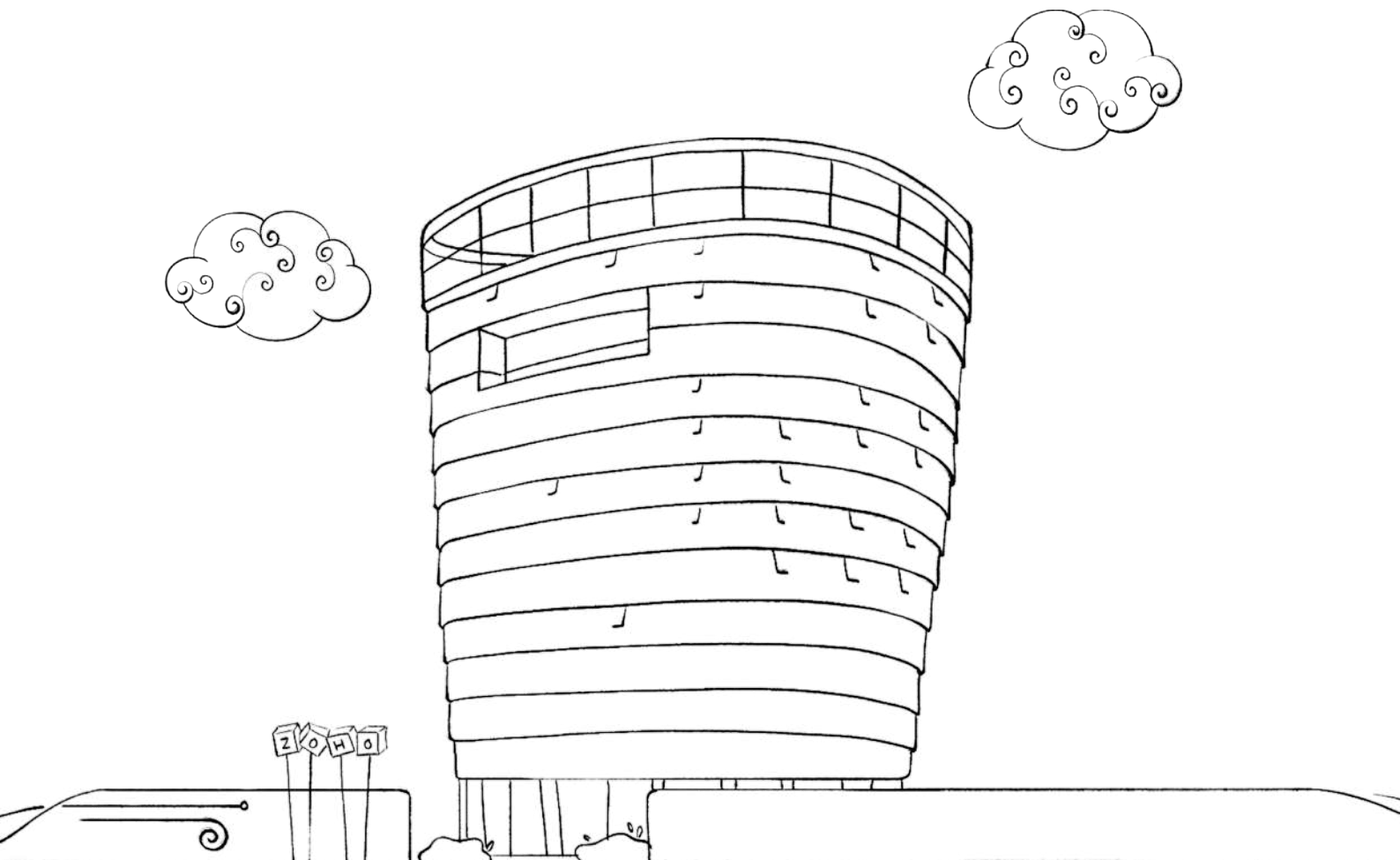
Additionally, BidList plans to explore further customization options within Zoho Creator to enhance their user experience and tailor the application to their evolving needs. They're confident that, with the support of Zoho Creator and their trusted partner, Incquet Solutions, they can continue to innovate and stay at the forefront of the home improvement industry.



About us

At Zoho Creator, we've always worked towards a single purpose—empowering users to build functional apps with minimal coding expertise. We've helped **14,000+** brands create bespoke solutions and improve their end-to-end operations across a variety of industries. With over **16 years of experience** in catering to **B2B and B2C organizations**, we have the best tools in the trade to help you improve your business.

You can get started with Creator by visiting our **signup page**. You can also check out our **prebuilt apps** to get started right away.





www.zoho.com/creator

We'd love to talk!
Reach out to us

hello@zohocreator.com



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