



**Shine Auto Parts WA  
achieves \$1M in  
additional revenue  
with Zoho Creator  
Powered by  
low-code**

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# About Shine Auto Parts WA

Shine Auto Parts WA is a leading auto parts supplier among car wreckers, based in Kenwick, Perth in Western Australia. It's a subsidiary of parent company Oriental Car export, which was established in 2014.

The business deals with cars of all types, regardless of the condition, the make, the model, or the year. The cars are bought and, depending on the condition, either refurbished for resale or dismantled for part sales.

# The business process

Being in a dynamic automotive industry, there is a high demand and regular inflow of customers. On average, Shine Auto purchases 20 to 40 cars daily, and at any given time there are 1,500+ cars and 8,500+ parts in stock. As the business scaled, the way data was managed and consumed had to be optimized.

**Parts tracking:** For the inventory that's replenished with new purchases every day, the team is required to capture the details of the customer who sells the vehicle, as part of legal compliance in Australia.

**Compliance management:** Shine Auto Parts WA is also required to submit the details of every single car that's purchased to the government every month.



# Operational challenges

## Multiple disparate systems

Earlier the team used multiple apps, like Google Calendar to book jobs for mechanics, Google Maps to capture the customer address, and physical books to capture customer signatures, customer details, and payment details.

It was a tedious process to track and consolidate all the data across teams using multiple platforms. For seamless operations, internal processes had to be digitized.



*We wanted to eliminate paperwork, and we wanted to save time and be more efficient. Considering all of these reasons, we decided to come up with a custom-designed system that could help us in our business flow, and after a lot of research with so many products, including HubSpot, I found that Zoho gave us a free hand in designing the system and processes in the way we wanted.*



**Muhammad Majid,**  
Senior ICT Project Manager

# Why Zoho Creator?

Previously, since most processes were manual and all the data was stored in physical books, tracking customer data or vehicle details was very time-consuming and difficult. A robust system had to be deployed—one that could handle all this information in one place, rather than juggling multiple disparate systems.

Majid had heard about Zoho 5 years ago and had a fair understanding of their capabilities. Since Zoho Creator is a low code platform, allows many integrations, and is scalable, he decided to go ahead with it.







*Zoho Creator pretty much covers the whole flow of the business, from customer relationship management to supplier management to every internal step, from when the car is purchased and picked up to the point where it arrives at the yard and resold. I decided to go ahead with Zoho because everything is accessible online, and then the risk of losing data is so minimal. Now everything is done in Zoho Creator, and it has really helped the business achieve a lot of milestones. Previously, we had only five employees in the company, and Zoho Creator has been one of the biggest supports for our company to expand. We've been able to become more productive and expand the business by relying heavily on Zoho.*

**- Muhammad Majid,  
Senior ICT Project Manager  
Shine Auto Parts WA**



# Solution scope

Considering hundreds of transactions need to be handled every day, finding specific information manually would take a lot of time, and was extremely inefficient.



## Real-time data tracking

Zoho helped in terms of efficiently mapping and identifying the way data is managed at the company. Some of the app functionality includes:



**Single-click search:** With just the VIN (vehicle identification number), the team can find all the business-critical details of a transaction.



**Resource tracking:** The system can allocate and track who took a job, who managed pick up, and the person responsible for unloading the truck.



**Vehicle status:** All the details about a vehicle and its status in their process are clearly recorded now—the purchase date, the location, whether it's been wrecked, etc.





**Auto-inventory allocation:** Once the vehicle information is categorized, and if it's good for parts, then it becomes part of the inventory.



**Supplier management:** Shine Auto Parts WA also uses the system for supplier management so all their suppliers are captured in the system. Previously the data was scattered all over the place and finding supplier information required a lot of back and forth. But now it's all in one place and online—all the information related to the business is accessible on the go.



## Reporting systems

To get a bird's-eye view of all the business processes, the IT team at Shine Auto Parts WA has built multiple reporting systems. This helps the business team to understand how efficient and productive the team is and answer questions like:

- How many drivers work on a day, and which driver had the best performance at the company
- Which of the salespeople had the most sales and who's not doing as well
- What's the total turnover and how many customers have successfully bought cars or parts
- How many of the leads they had didn't buy from them.



## Integrations

Third-party integrations with SMS gateways, like Jungleworks and BurstSMS, have helped extend their capability with automated text message alerts to provide a better customer experience.

So if a customer or a lead comes through and doesn't convert, within the next 24 to 48 hours, the system automatically sends them an alert on their phone following up on their inquiry. This has resulted in customers coming back with their job numbers to fulfil their order, and has also resulted in significantly improving their sales figures.



## Web portal

The main business website has a two-way integration, so anything that's updated in the inventory gets uploaded onto their website automatically. This enables prospective customers to look for a particular spare part or car by filtering the model and the color. And when the customer fills out a form on the website, it's sent straight back into the Zoho Creator system, eliminating double entries.



*The top 3 features that I like about Zoho Creator are:*

- Ability to completely customize and create notifications and workflows.*
- Ease of integration with other apps using RestAPI connections.*
- User-friendly UI that enables us to make custom dashboards and reports.*

*We have integrated many third party applications that have helped us cut down on time-consuming processes. Payment integrations enable a seamless purchasing experience for our customers. We have a two-way integration between our website and the back-end system—that is Zoho Creator, which displays real-time stock information to our customers even after business hours. Alerts and SMS notifications have helped us automate the follow up process of overdue invoices and with potential leads and we're able to set up customized campaigns based on their interests.*



**-Hadi Rezai**  
**IT/Database Manager**  
Shine Auto Parts WA

# Low-code journey





Most small and medium businesses lack technical know-how, so they typically tend to outsource development. However, with Zoho's simple drag-and-drop interface, Shine Auto Parts WA was able to map processes and create a fully functional application with limited resources in a matter of weeks.

Because Mr. Majid comes with extensive background in IT and has served as a CTO in the past, Zoho's low-code solution was selected to further future-proof the business and strategically plan from a 10-year perspective.



# Business benefits realized

Shine Auto Parts WA had begun using Creator in June 2019 and was able to expand from just 6 employees to 35 employees. Some of the benefits of using Zoho Creator include:

-  Productivity improvements
-  Eliminating duplication
-  Reduction in transaction time
-  Additional revenue generation

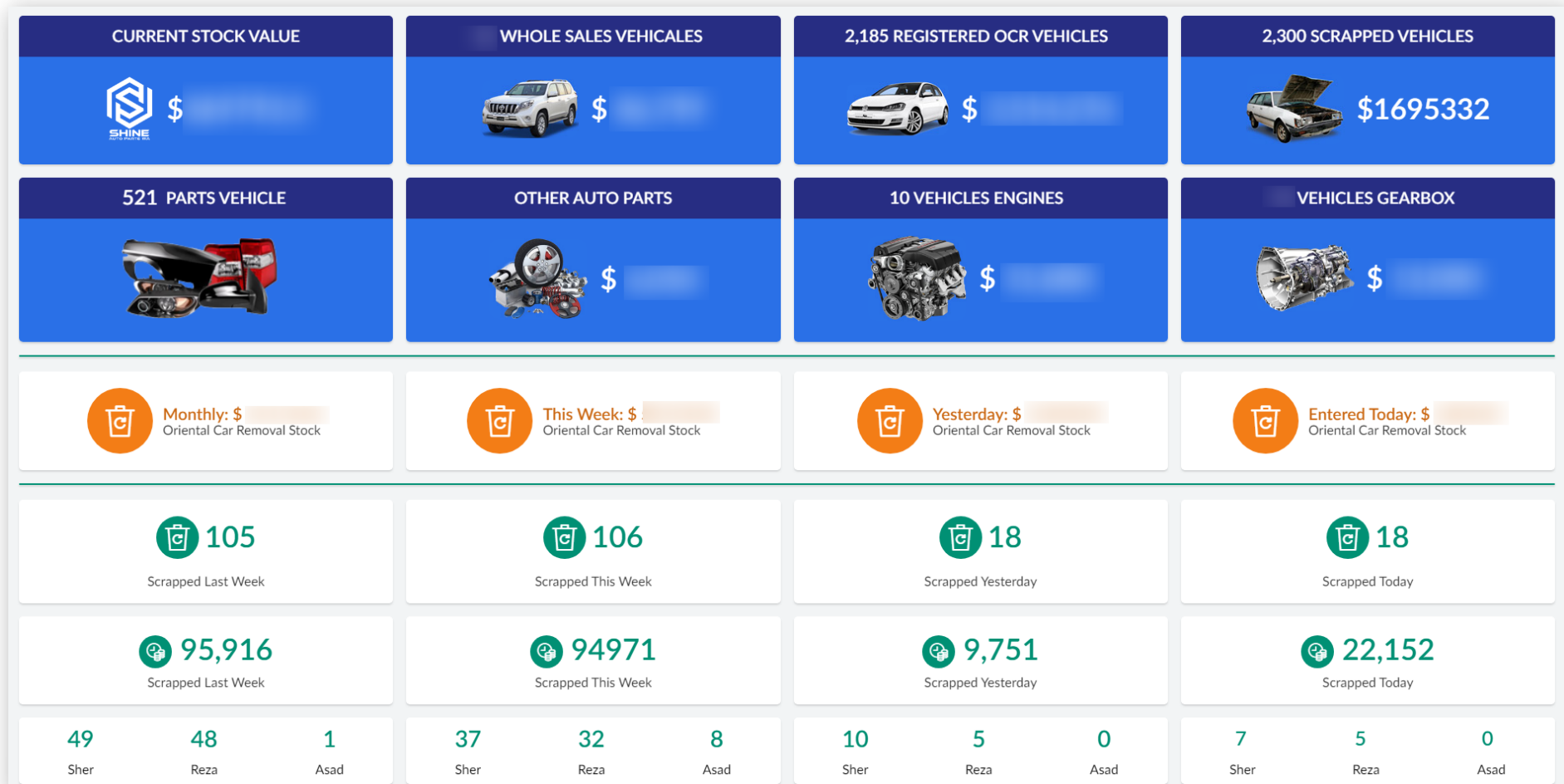


*We've seen a 40% increase in productivity, giving us the opportunity to tap into an additional revenue of \$1M. I'd definitely recommend Zoho Creator to anyone in the business, regardless of the industry. Any company can use it to automate their business processes and be more efficient.*

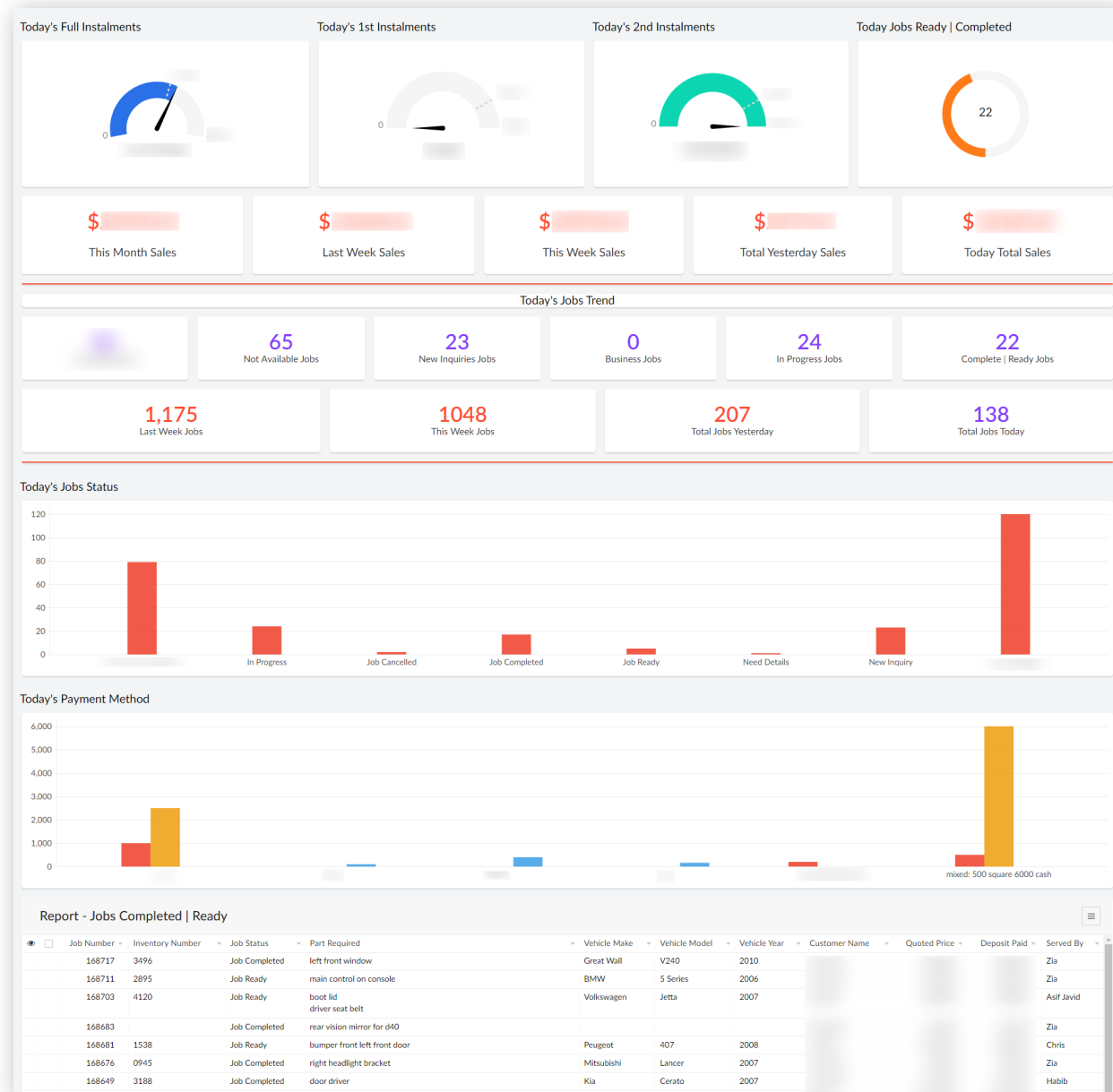


**Muhammad Majid,**  
Senior ICT Project Manager

## Main dashboard



## Job dashboard





## Pickup job calendar

February, 2021							<div> <div>&lt;</div> <div>&gt;</div> <div>Today</div> <div></div> </div>	
Month	Week	Day						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday		
1	2	3	4	5	6	7		
Toyota Camry 1999	Toyota Corolla 2005	Ford Falcon 1996	Holden Barina 2008	Holden Captiva 2009	Toyota Camry 2006	Nissan Navara 2003		
Hyundai i45 null	Mercedes-Benz C250 2012	Toyota Corolla 2012	Toyota Toyota Hilux 1983	Toyota Camry 1996	Ford Mondeo 2009			
		Nissan Nissan Patrol 1998	Toyota RAV4 2003	Holden Rodeo 2005	Mazda Tribute 2003			
		Toyota Toyota Hilux 1982	Holden Cruze 2013	Mitsubishi Canter truck 1998	Mitsubishi Magna 2004			
		Jeep Cherokee 1998	Mazda Tribute 2004	Toyota Corolla 2002	Holden Rodeo 2000			
		Nissan Navara 2006		Volvo XC90 2003	Nissan Navara 1993			
		Toyota Toyota Hilux 1993		Toyota Avalon 2001	BMW 318i 2004			
				Toyota Corolla 1992	Toyota Landcruiser 1991			
				BMW X5 2004	Toyota Landcruiser 1998			
				Isuzu Truck 2010	Toyota Landcruiser Prado 1996			
				Suzuki Swift 2009	Toyota Toyota Hilux 2008			
					Nissan Xtrail 2004			
					Toyota Corolla 2001			
					Mitsubishi Magna 1998			
					Ford Falcon 2005			
					Holden Captiva 2011			
					Mitsubishi Magna 1999			
					Nissan Navara null			
					Toyota Camry Vienta 1998			
8	9	10	11	12	13	14		
BMW 3 Series 2004	Holden Holden Commodore 2002	Hyundai Lantra 1996	Ford Falcon 2004	Subaru Forester 2001	Toyota Toyota Hilux 2006			
BMW 318i 2004	BMW 318i 2003	Mitsubishi Pajero 1997	Toyota Hiace 1998	Toyota 4Runner 1985	Mitsubishi 380 2005			
Mitsubishi Mitsubishi Lancer 2006	BMW 318i 2005	Mercedes-Benz ML320 1999	Toyota Camry 2004	Jeep Cherokee 2005	Toyota Toyota Hilux 1998			
Ford Falcon 1998	Mitsubishi Mitsubishi Lancer 2001	Hyundai Sonata 2002	Volkswagen Tiguan 2010	Toyota Camry 2004	Holden Cruze 2010			
Renault Megane 2004	Hyundai Terracan 1010	Holden Holden Astra 2008	Holden Holden Commodore 2003	Toyota Camry 2004	Mercedes-Benz 380SE 1980			
Nissan Navara 2004	Geely MK 2008	Honda Concerto 1992	Toyota Camry 1994	BMW 318i 2005	Mitsubishi Pajero 2004			
Nissan UD Trucks 2010	Mitsubishi Magna 2004	Nissan Nissan Patrol 1992	Toyota Camry 2000	Audi A4 2003	Toyota Hilux Surf 1999			
Nissan Xtrail 2004	Nissan Navara 1987	Toyota Camry 1996	Toyota Hilux Surf 1996	Holden Cruze 2011	Toyota Camry 2010			
Peugeot 407 2006	Holden Holden Commodore 2001	Toyota Camry 1999	Mitsubishi Pajero 1994	Toyota Landcruiser 1988	Hyundai Getz 2007			
Holden Holden Commodore 2008	Nissan Navara 1998	Toyota Toyota Hilux 1994	Toyota Corolla 2002	Holden Holden Commodore 2005	Toyota Toyota Hilux 2005			
Peugeot 307 2007	Renault Megane 2007	Holden Rodeo 2003	Toyota Camry 1999	Chery J11 2010	Renault Megane 1999			
Suzuki Vitara 2002	Toyota Echo 2002	Toyota Camry 2001		Toyota RAV4 2004				
Toyota Camry 1998	Toyota Camry 1998	Toyota Camry 2000		Toyota Corolla 2001				
Suzuki Swift 2005	Mitsubishi Magna 2001	Kia Sorento 2008		Toyota RAV4 2004				
Toyota Camry 2004	Chrysler 300 null	Nissan Nissan Patrol null		Holden Cruze 2011				
Toyota Landcruiser 1998	Mitsubishi Magna 2000	TRUCK SERVICE null		Ford Falcon 1998				
Toyota Camry 2000		Volkswagen Transporter null		Hyundai Getz 2009				
Subaru Impreza 2007				Volkswagen Golf 2010				
Mitsubishi Triton 1996								
Mitsubishi Mitsubishi Lancer 2007								
Kia Sportage 2009								

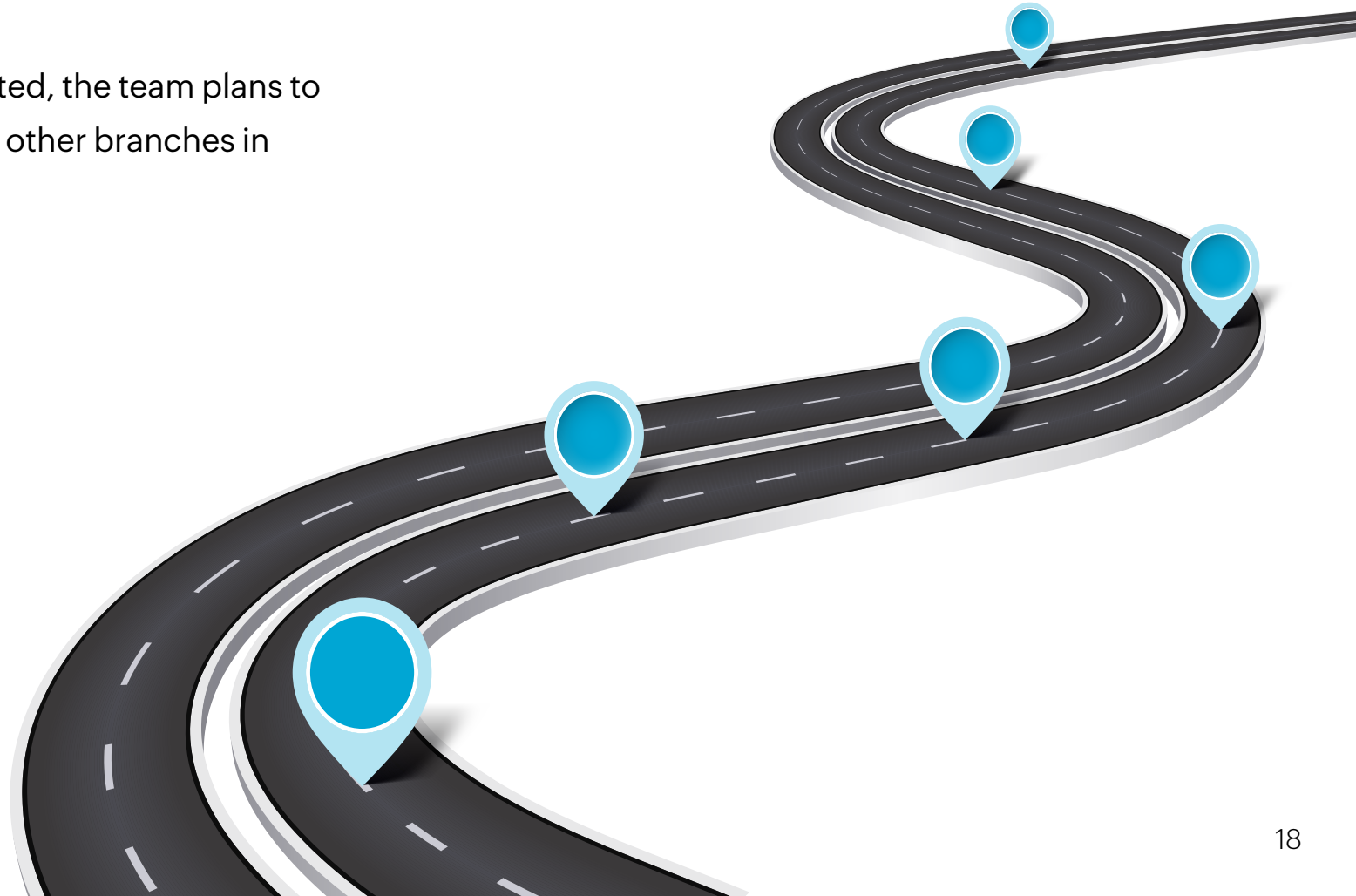
## Pickup job reports

<input type="checkbox"/>	Inquiry Date	Job Numb...	Job Status	Lead Source	SAP Num...	Vehicle Make	Vehicle Model	Vehicle Y...	Vehicle Pri...	Rego Num...	Customer Name	Customer Phone	Pickup Date & Time
<input type="checkbox"/>	05-Mar-2021 03:02:06 PM	OCR-C-3882	Job Completed	Phone Call	4629	Mitsubishi	380	2006					05-Mar-2021 12:00 AM
<input type="checkbox"/>	05-Mar-2021 02:23:59 PM	OCR-C-3881	Job Completed	AGA MDM	A012	Holden	Holden Commodore	2002					05-Mar-2021 02:20 PM
<input type="checkbox"/>	05-Mar-2021 12:50:06 PM	OCR-C-3879	Job Completed	Phone Call	M005	Subaru	Liberty	1992					04-Mar-2021 08:00 AM
<input type="checkbox"/>	05-Mar-2021 12:15:39 PM	OCR-C-3876	Job Completed	Phone Call	3892	Audi	A6	1999					05-Mar-2021 12:00 AM
<input type="checkbox"/>	05-Mar-2021 11:34:44 AM	OCR-C-3875	Job Completed	AGA MDM	A010 A011	Toyota Hyundai	Corolla Trajet	1995 2006					05-Mar-2021 11:31 AM
<input type="checkbox"/>	05-Mar-2021 10:14:04 AM	OCR-C-3874	Job Completed	Phone Call	4386	Holden	Holden Commodore	1999					05-Mar-2021 01:30 AM
<input type="checkbox"/>	05-Mar-2021 10:09:04 AM	OCR-C-3873	Job Completed	Kazim Job	4385	Holden	Captiva	2007					05-Mar-2021 12:00 AM
<input type="checkbox"/>	05-Mar-2021 10:02:29 AM	OCR-C-3872	Job Ready	Phone Call	3891	Nissan	Nissan Patrol	2003					05-Mar-2021 03:30 AM
<input type="checkbox"/>	05-Mar-2021 08:26:40 AM	OCR-C-3871	Job Completed	Ali Mechanic Job	4384	BMW	318i	2002					05-Mar-2021 12:30 AM
<input type="checkbox"/>	05-Mar-2021 08:13:12 AM	OCR-C-3870	Job Completed	Asad Job	4387	Toyota	Landcruiser	1985					05-Mar-2021 12:00 AM
<input type="checkbox"/>	05-Mar-2021 07:56:43 AM	OCR-C-3869	Job Ready	Ali Mechanic Job	3890	Toyota	Camry	1998					05-Mar-2021 12:00 AM
<input type="checkbox"/>	04-Mar-2021 06:38:43 PM	OCR-C-3867	Job Completed	Kazim Job	4313	Toyota	Landcruiser	1994					05-Mar-2021 02:00 AM
<input type="checkbox"/>	04-Mar-2021 03:35:56 PM	OCR-C-3866	Job Completed	Phone Call	4627	Nissan	skyline	2003					04-Mar-2021 07:30 AM
<input type="checkbox"/>	04-Mar-2021 02:35:59 PM	OCR-C-3865	Job Completed	Kazim Job	4322	Holden	Holden Astra	2000					05-Mar-2021 01:00 AM
<input type="checkbox"/>	04-Mar-2021 01:28:44 PM	OCR-C-3863	Job Completed	Asad Job	3889	Toyota	Corolla	2003					04-Mar-2021 06:30 AM
<input type="checkbox"/>	04-Mar-2021 01:08:06 PM	OCR-C-3861	Job Completed	Kazim Job	4323	Toyota	RAV4	1998					05-Mar-2021 02:30 AM
<input type="checkbox"/>	04-Mar-2021 01:05:49 PM	OCR-C-3860	Job Completed	Ali Mechanic Job	4383	Toyota	Camry	1996					04-Mar-2021 07:00 AM
<input type="checkbox"/>	04-Mar-2021 12:53:58 PM	OCR-C-3859	Job Completed	Phone Call	4626	Honda	Civic	1998					04-Mar-2021 05:00 AM
<input type="checkbox"/>	04-Mar-2021 11:52:09 AM	OCR-C-3858	Job Ready	Kazim Job	4312	Ford	XR6	2003					10-Mar-2021 12:00 AM
<input type="checkbox"/>	04-Mar-2021 10:33:35 AM	OCR-C-3857	Job Completed	Ali Mechanic Job	4381	Ford	Explorer	1997					04-Mar-2021 05:30 AM
<input type="checkbox"/>	04-Mar-2021 09:47:22 AM	OCR-C-3856	Job Completed	Phone Call	4380	Holden	Epica	2007					04-Mar-2021 12:30 AM
<input type="checkbox"/>	04-Mar-2021 09:44:30 AM	OCR-C-3855	Job Completed	Phone Call	4625	Ford	Transit	2001					03-Mar-2021 02:00 AM
<input type="checkbox"/>	04-Mar-2021 09:31:37 AM	OCR-C-3854	Job Completed	Kazim Job	4311	Mazda	121	1996					04-Mar-2021 03:30 AM
<input type="checkbox"/>	04-Mar-2021 08:44:59 AM	OCR-C-3853	Job Completed	Phone Call	4382	Peugeot	207	2007					04-Mar-2021 06:00 AM
<input type="checkbox"/>	04-Mar-2021 08:25:24 AM	OCR-C-3852	Job Completed	Phone Call	3887	Holden	Cruze	2010					04-Mar-2021 02:00 AM
<input type="checkbox"/>	03-Mar-2021 05:08:03 PM	OCR-C-3850	Job Completed	Phone Call	4616	Hyundai	Hyundai Excel	1999					03-Mar-2021 03:00 AM
<input type="checkbox"/>	03-Mar-2021 04:44:13 PM	OCR-C-3849	Job Completed	Phone Call	4378	Hyundai	Elantra	2002					04-Mar-2021 02:30 AM
<input type="checkbox"/>	03-Mar-2021 04:28:02 PM	OCR-C-3848	Job Completed	Phone Call	3886	Hyundai	Getz	2002					04-Mar-2021 01:30 AM

# Roadmap

The team is now looking to extend the system to manage their HR operations, including all employee data, their photo IDs, and other important information.

Once development is completed, the team plans to extend the implementation to other branches in Australia, as well.



# About us

Running a business is no mean feat, and we believe we can help. Rapidly build custom applications that are a perfect fit for your business, or choose from our extensive range of prebuilt apps and modify them. The best part? You don't have to be a programmer. Just signup, pick a plan, and start building!





[www.zoho.com/creator](http://www.zoho.com/creator)

We'd love to talk! Reach out to us:  
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