

Digitizing custom  
kitchen manufacturing  
with low-code

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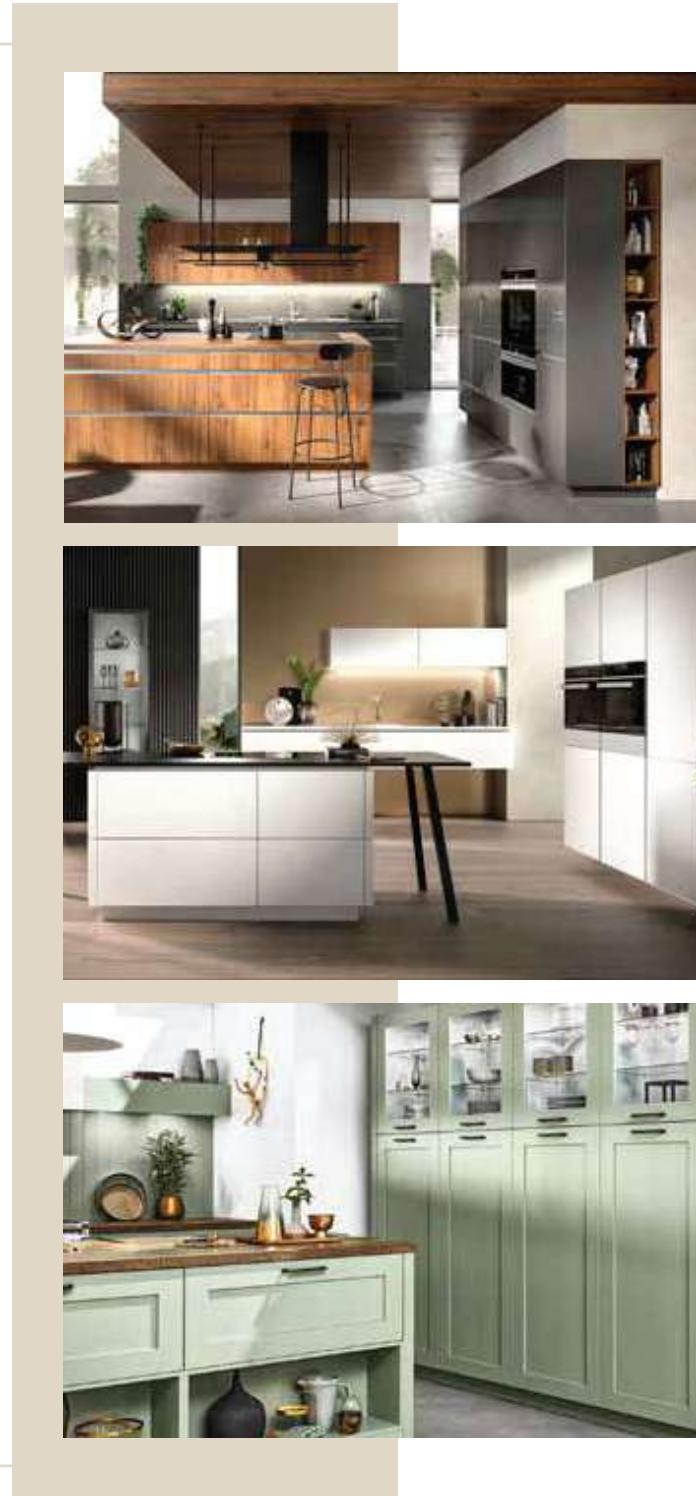
# The Company

**Häcker Kitchens** is a luxury modular kitchen brand, trusted all over the world. Its manufacturing facility in Germany has state-of-the-art equipment and sophisticated manufacturing processes. Häcker Kitchens caters to every market segment—ranging from competitively priced to medium-high end and premium—and delivers kitchens to the **EU, Americas, and 60 other countries from its single manufacturing unit in Roedinghausen, Germany.**

Recently, we got to interview **Ridhviika Chawla**, the Director of Design and Customer Relations at Häcker Kitchens, to learn how their team leveraged low-code technology to streamline their business processes.

*Here's an excerpt from our interview.*

**Häcker**  
kitchen. german Made.





“

*Thank you for making this product! We can now literally see how much more optimization we can do in our company.*

**Ridhvi Chawla**

Director, Häcker Kitchens India



# Can you please explain the business model for Häcker Kitchens India?

We plan and design modular kitchens. Our modular kitchens are tailor-made for all market segments and our company's core strength is in its continued research and development to set new standards in the industry through its innovations. **Häcker entered the Indian market with Kanu Kitchen Kulture in 2004.**

In the last 15 years, the brand has changed the way the Indian market functions and has managed to fill a glaring gap. Today there are **12 exclusive** Häcker showrooms in Delhi, Jaipur, Ludhiana, Ahmedabad, Mumbai, Hyderabad, Bengaluru, Kochi, Coimbatore, Chennai, Kolkata, Indore, and two upcoming locations in Patna and Raipur.

# How exactly are you using Zoho Creator for your business?

We are using **Zoho Creator apps** for all our showrooms. From managing clients, maintaining appliance databases, and creating quotations to generating executive reports, **all our back-end work is done on Zoho Creator.**

Previously, this was made in a different coding language and it ultimately got phased out. The main problem was that it was on a local server, so it wasn't available outside the office premises. Now our employees are able to **access information on the go** from their mobile phones.



**Some of our day-to-day tasks that Zoho Creator takes care of are:**



## **Sales management**

Our typical sales closure takes 0 to 3 months before the client has decided on the brand. Once they decide to work with us, it's another 2 months of process for them to finalize the design, and then another 4 months from our side to complete the delivery. Throughout this period, there are workflows that send out regular reminders to our sales teams and follow-up emails to make sure our sales team stays in touch with our clients.



## **Order management**

This module manages our sales and purchase orders, tracks shipments, and sends out delivery updates. This has helped our team to dedicate more time to growing our orders than managing them. The application also triggers emails automatically after each order, delivery, receipt, or refund process.



## Quotation management

The application is robust with respect to recordkeeping and the option to keep updating the quotations that are being sent out to clients. It generates invoices for every transaction with customers and suppliers, and enables our employees to send them out in a click.



## Enterprise-wide reporting

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## Secure contract management system

This module facilitates the entire contract management lifecycle, including creation, negotiation, administration, and renewal. It also creates a secure agreement for which we have created a lock system which then prevents other users from recreating another agreement for the same deal. We also have access controls in place and make sure documents are only viewed by the intended users.



# Results

After implementation, most importantly our employees have a feeling of pride that the company they work for follows a process and is driven by a good application. That being said, we have seen improved communication, since the quotations now don't take forever to be created and so on. Zoho Creator has enabled our teams across multiple departments and locations to work collaboratively, and the speed of a task moving through our organization has definitely increased. Ultimately, our teams are now able to cater to a larger audience as compared to the past, on all fronts.

Above all, Zoho Creator has enabled us to respond faster to dynamic market demands by abstracting IT infrastructure and development.

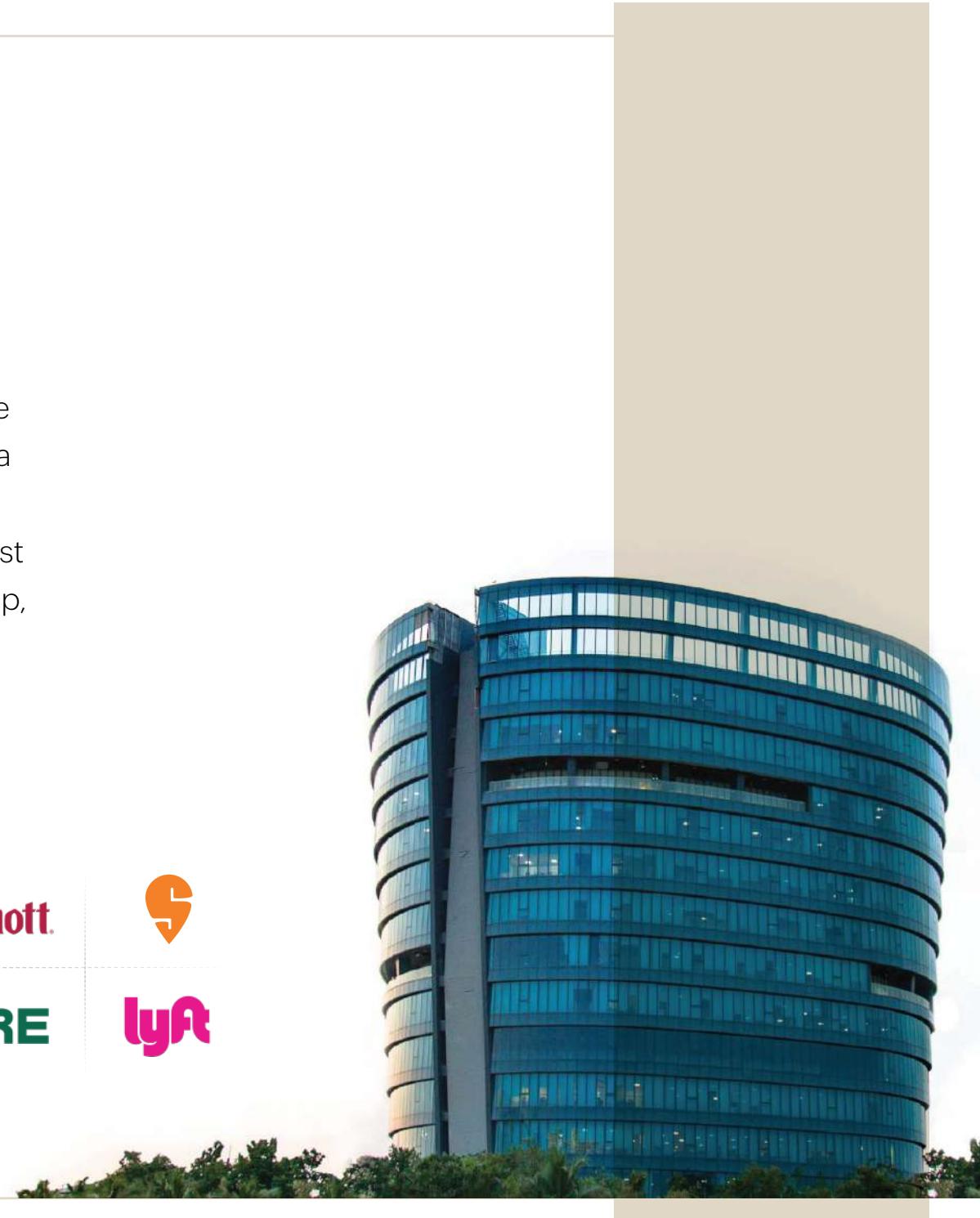
Over a period of time, we've been required to make minor changes in the application, as we optimize our business process. This used to take months in the previously systems and was often dragged or even avoided since the process was so cumbersome.

Now, every month our employees sit together to discuss the updates that we should do in the application and we can see them getting implemented in a matter of days.

# About Zoho Creator

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

Top brands that use our platform:





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