How agriculture marketplace Agrim developed 7 apps in 16 weeks to improve pipeline speed and customer margins

AGRIM

https://agrim.app/

About Agrim

Agrim is a B2B ecommerce marketplace for agri-inputs, which connects retailers and manufacturers on one platform. With a vision to connect a large and loyal network of 1M+ agri-input retailers to 40K+ small-to-large manufacturers, Agrim strengthens the supply chain, optimizes pricing and delivery, and improves agriculture.

Solution summary

Faced with internal inefficiencies, Agrim first used Zoho Creator to build integrations with various Zoho products to optimize their sales process. Agrim's developers found Creator so easy to use and team members were so quick to take advantage of the pipeline app that leadership decided to move forward with development on six customer-facing apps. These improved customer accuracy and engagement, delighting existing retailers and attracting new customers to sign on.

> *Zoho Creator has revolutionized our ability to understand the market and draw insights from products placed on a retailer's shelf.*

Payal Arora,
Product Manager

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6 customer-facing apps &
1 internal app

1-2 week average app
development time

50% increase in pipeline
speed

The Challenge

To become a viable online marketplace for more than a million agri-input retailers, Agrim faced the challenge of first improving customer acquisition practices before being able to help those customers improve their own businesses.

To entice more retailers to sign up for its platform, Agrim needed to eliminate the amount of manual intervention, pricing research, and data standardization slowing down their sales process. To delight new and existing customers, Agrim needed to offer added value within the software. Users wanted opportunities to identify savings, verify creditworthiness, and speed up order turnaround time (TAT). The development team could not afford to divert many resources from improving the product itself, so any custom solutions had to be quick to learn and use.

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Creator has helped us build solutions to handle our pipeline operations effectively, which was earlier being done with conventional tools.

Tanmay Bakshi,
Head of Supply

Agrim set out to overcome the following challenges:

1. **Time-consuming manual intervention that slowed progress through the pipeline.**

2. **Long turnaround time on order fulfillment in an especially time-sensitive industry.**

3. **Lack of trust between corporate and individual users of the marketplace.**

4. **Low user engagement on the platform, particularly in improving data accuracy.**

The Solution

Although Agrim is a SaaS provider, developer time was better spent on improving the product, so leadership sought out Zoho Creator for its speed and utility as a low-code platform for developing their custom solutions.

To improve sales efficiency, Agrim used Creator to build an app that optimized ticket flow and pipeline speed. Following up on that success, Agrim created a suite of customer-facing apps to improve users' efficiency and engagement.

Solution highlights:

- ✓ Pipeline Management app: Optimize speed and pricing for customer acquisition, then analyze and improve retailer margins after they sign up.

- ✓ Seller and Self-Serve apps: Centralize all online tasks necessary for selling products and automate much of the product update process.

- ✓ KYC and Credit Management apps: Prove reliability and financial stability of both suppliers and buyers, while adding the ability to build credit through transactions.

- ✓ Catalog Management and Click And Win apps: Improve the accuracy of product listings from central SKU database and offer gamification as a motivator to share app-improving product data.

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We automated our internal and external processes for our suppliers, which has impacted our acceptance rate, order discovery, and order fulfillment TAT.

Pranshu Sharma,
Strategy Consultant

Benefits and ROI

The expertise that Agrim's team gained leveling up their own practices allowed them to build best practices into the apps that their customers use. Automated checks paired with gamified nudges empower retailers to improve not only their own data, but the value and fidelity of Agrim's offering overall.

The first app required 4-5 weeks of development and 1 week of testing. Each app created afterward required an average of 1-2 weeks of development and 1-2 days of testing, laying the groundwork for speedy development of any future custom solutions.

Agrim's reputation grows as it helps its customers increase theirs, leading to more retailers entering a pipeline that's more efficient every day.

Agrim's achievements include:

100% user adoption | **600%** faster TAT for most orders | **400%** increase in development speed | **300%** data quality improvement

> *It's a game-changer that has helped with better product discovery and has increased traction on our platform.*

Payal Arora,
Product Manager

Zoho offers a suite of intelligent enterprise business software, including an award-winning CRM suite, the industry's only comprehensive analytics and BI platform, and a powerful low-code development ecosystem.

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