



Case Study

# How hospitality provider Minor Hotels orchestrated a highly mobile global sales team through Zoho CRM

MINOR  
HOTELS

[www.minorhotels.com](http://www.minorhotels.com)

## About Minor Hotels

Minor Hotels is a hotel owner, operator, and investor with a portfolio of over 540 hotels, resorts, shopping plazas, entertainment venues, residential properties, and point-based vacation clubs. Through its 8 owned brands and partnerships with major hospitality brands like Marriott, Four Seasons, and Radisson, Minor Hotels operates in 55 countries across North America, South America, Europe, Africa, Asia, and Australia.

## Solution summary

In order to streamline B2B sales efforts across regions and product lines, Minor Hotels leadership selected and implemented Zoho CRM. Workflow automation, collaboration tools, and clear analytics reporting helped optimize sales efforts, leading Minor Hotels to expand its Zoho implementation across the organization.

*From an administrative perspective, Zoho is easy to implement—even if none of us has the technical background knowledge.*



**Olga Kovshanova,**  
Sr. Director Loyalty & Partnership and B2B Digital Sales, Minor Hotels

**500+** locations in **55**  
countries

**19K+** employees

**375%** growth in  
**5** years

# The Challenge

Between 2017 and 2022, Minor Hotels grew more than 375%, expanding into new countries, regions, and service lines. The speed of this expansion--which included the acquisition of an existing European hotel operator--highlighted existing inefficiencies in the sales process. Different hospitality brands and partners were using vastly different sales methodologies and lead tracking systems. Minor Hotels' own products and services required vastly different sales cycles and standards, complicating the situation further.



***Most of the other offerings demanded an additional cost for different functions, which is not the case with Zoho.***

Leadership found it difficult to gain quantifiable insight into the sales teams' efforts. Sales team members found it difficult to improve their methods, deal-to-deal. Reconciling data between regions, teams, and offerings required manual intervention that took employees' time and attention away from more valuable tasks.

Minor Hotels faced challenges with:

- 1 Standardizing sales workflows across teams.**
- 2 Sharing lead and deal data between internal stakeholders.**
- 3 Gaining meaningful insights from sales data that could be used to optimize engagements based on product, region, etc.**
- 4 Meeting data privacy and security standards that varied based on where teams were operating and where their leads were located.**

## The Solution

Although several CRM providers offered tools that would help Minor Hotels standardize and automate the B2B sales process, leadership ultimately selected Zoho CRM for its ability to provide all the necessary features out of the box. No additional subscriptions or hidden fees were required to accomplish the amount of optimization that Minor Hotels ultimately achieved.

The mobile app in particular saw quick adoption by a global sales team that was constantly on the move. Updating the CRM during or immediately after interactions helped strengthen data quality and improve recommendations from analysis.

### Solution highlights:

- ✓ Sales teams not only aligned on lead tracking practices, but benefited from workflow automations that reduced time spent on low-value tasks.
- ✓ Collaboration increased as team members shared duties and provided valuable data to other stakeholders in finance, marketing, and management.
- ✓ Built-in analysis and reporting provided actionable insights that helped optimize sales strategies based on product categories and customer personas.
- ✓ Zoho's commitment to privacy and security allowed the global team to collect lead data and construct campaigns without fear of violating any laws.



***Privacy and security are essential for us, and Zoho addressed it all. This was a game-changer.***

## Benefits and ROI

Sales team members immediately benefited from the fact that their successes were easier to track and quantify, even on the go. The high visibility that sales leaders gained into their team members' activity kicked off a period of experimentation and adjustment, after which the most successful and efficient outreach strategies--including automated emails and alerts--were implemented across the B2B sales organization.

In addition to the team embracing the mobile app to input and manage data in the CRM, quick adoption followed for other Zoho products, like:



and especially



for a large group of mobile sales personnel.



***Zoho CRM helped us automate our processes after we implemented workflow rules. The system helps the team send automated email notifications so they can focus on relationship building.***

Conversion rates increased, prompting the rollout of Zoho CRM in B2C interactions. The same systems used to track business relationships with other organizations began to be used to track customer interactions with the brand, no matter what kind of customer they were or what kind of purchase they were making. Minor Hotels first expanded its Zoho CRM usage into 80 high-value hotels, to be expanded globally from there.

**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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