



Case Study

# How global IT services provider Shiji Group standardized sales and marketing across 180 countries



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

## About Shiji Group

Shiji Group is a leading IT services provider in the hospitality industry, serving clients at nearly 1 million physical sites in 180 countries, including more than 37,000 locations in the US. For more than twenty years, Shiji Group has provided IT solutions to hotels, restaurants, and retail stores, and currently commands more than 60% of the information system market share for China's high-end hospitality industry.

## Solution summary

Having expanded into new global regions, acquired new businesses, and rapidly upscaled the size of their sales and marketing workforce, Shiji Group was struggling to establish a standardized approach to sales and marketing. Implementing Zoho CRM across its global operations allowed leadership to gain immediate insight into performance and make adjustments to increase funnel and pipeline efficiency.



*I can't say enough that I think other organizations would really enjoy it once they take it out of the box.*



**Ryan King,**  
Senior Director of Global Strategy, Shiji

**1M** sites across **180**  
countries

**100K+** account  
records

**5** distinct product  
lines

# The Challenge

Each time Shiji Group began sales and marketing efforts in a new region or industry—either through workforce expansion or corporate acquisition—the same problem recurred: sales and marketing teams butted heads over incompatible software systems, encouraging competing approaches to the sales cycle. The lack of compatibility and data sharing made accurate forecasting impossible.

Finding a single CRM that could handle the specific needs of a global team selling vastly different IT services with vastly different sales cycles was difficult. It was possible to develop custom solutions to bridge off-the-shelf software with the needs of sales teams, but that would have been time- and resource-intensive.



*Prior to us deploying and monitoring this, you had people guessing what they thought the sales cycle was.*

Shiji Group faced the following recurring challenges:

- 1 Differing software and methodologies hindered the ability for cross-team collaboration.**
- 2 Each team's existing CRM solution struggled to handle the region and product mix of the entire organization.**
- 3 Industry- and customer-specific tools required lengthy development periods or expensive outsourcing to feed data into the CRM.**
- 4 Leadership had no single source of truth to monitor and adjust the success of their globally dispersed sales and marketing teams.**

# The Solution

Shiji Group leadership selected Zoho CRM as a flexible solution to meet the needs of each team while increasing awareness, conversion, and retention through careful analytics. Templated sales and marketing processes were customized to each product and region.

In less than nine months, the entirety of the global team had been credentialed and onboarded into the new system. More than 100,000 account-level records and exponentially more individual-level data points were successfully imported, cleaned, and enriched. Currently, over 80% of all departments—including sales, marketing, product, finance, and others—collaborate on building and maintaining customer data.

## Solution highlights:

- ✔ Implementing Zoho CRM across the global organization allowed cross-collaboration between teams operating in different regions and departments.
- ✔ Customizing interfaces and reports—as well as guided selling tools like blueprints and templates—helped cover a wide range of user needs.
- ✔ Utilizing a wide selection of prebuilt integrations and a simple interface drastically reduced the time and effort required to develop custom modules.
- ✔ Standardizing and centralizing all reports allowed leadership to monitor performance remotely and forecast future performance more accurately.

***Whenever we need to administer a change in Zoho CRM, the technology is so well-developed that it becomes an easy task.***

## Benefits and ROI

Sales alignment started immediately and only improved with time, uniting more than 95% of all relevant employees. Sales approaches could be standardized where appropriate to guide employees through best practices, without sacrificing the ability to customize those approaches according to Shiji Group's various offerings and regions.

Data quality across the organization increased as 80-90% of all departments drew from and contributed to a central repository of lead and customer information for the first time.

In addition to a 40-50% cost reduction compared to previously used sales software, Shiji Group avoided the cost of outsourcing integration and custom module development. Internal teams were able to build the necessary customizations in an average of three days, whereas external developers were more expensive and had taken more than three weeks to turn around a workable solution.

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**95%** user adoption

**40-50%** cost reduction

**5** custom modules built

**700%** faster integration build

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**“***Without Zoho, we wouldn't even know how to improve. We would just be guessing. But now we can actually apply some science to it and know where we need to focus.*

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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