



Case Study

Manufacturing

# Global manufacturer Vitaquest increases efficiency across company immediately after implementing Zoho



vitaquest.com

## Fast Facts

Employees: **600+**

Zoho users: **125**

Since implementing Zoho company-wide, Vitaquest has:

- Reduced company-wide email volume by over **6,500** emails per month
- Decreased quoting turnaround time for projects by **50%**
- Increased volume of new quotes by **33%**
- Increased product launch PO revenue by **65%**
- Gained **65** days per year in time savings for the sales department

## About Vitaquest

Vitaquest International, founded in 1977, is a premier product development and multinational manufacturing company in the nutraceutical and functional foods business. Offering turnkey nutritional manufacturing solutions across a broad range of herbal, vitamin, protein, and probiotic custom formulations, Vitaquest also gives its customers the ability to develop private and white-labeled brands.

"We work with companies both large and small, including several high profile brands. We not only research and develop new formulations including powders, solids, and capsules, but we also handle manufacturing and packaging."

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**50%** faster quoting  
turnaround time

**125** users across  
organization

**65%** increased  
launch PO revenue

## **In search of improvements at scale**

"As a company of about 600 employees, making even minor efficiency improvements in our process has far-reaching implications throughout the company."

Greg Longabucco, the manager of packaging development and design at Vitaquest, is involved in assisting several departments across the company and has end-to-end visibility of customers as they move through different stages of their pipeline. As such, Longabucco knew the potential ROI that would result from improving their customer onboarding and sales processes.

"When I joined Vitaquest, our executive staff had identified several areas in our company where we could improve efficiency and experience an immediate return on investment: internal quoting, customer onboarding, and process simplification. Once we identified Zoho as the best platform for this, it was just a matter of implementation for us to begin seeing immediate results," said Longabucco.

## **The Challenge**

Before implementing Zoho, Vitaquest faced the same problems that many other longstanding manufacturing companies do: when onboarding new customer, they used manual processes with decentralized data. "Our entire process for communication was emails and hallway chatter," said Longabucco.

Lack of data visibility was also hindering their sales process and slowing down turn-around times for customer quotes. "Critical details for our prospects would take several days to compile leveraging our in-house. If you weren't on a specific email chain related to an account you were working on, then you were missing that data. We knew that a company of our size needed to make a change.

Executives at Vitaquest knew that a lack of company-wide visibility was hurting their bottom line, but because of the lack of data centralization, quantifying the full extent of the harm was impossible.

## Choosing Zoho

Vitaquest's executive team had previous experiences with a variety of CRM platforms. Their choice of Zoho over the alternatives was based on a number of factors, including Zoho's flexibility, and their ability to offer comprehensive features without requiring a locked-in contract.

"Not only did we see that Zoho offered greater value compared to the others, but where it really stood out for us is that Zoho is a platform that molds around our business, rather than our business having to conform around the tool," Longabucco said.

## Benefits and ROI

Since implementing Zoho across their business, Vitaquest has experienced a significant reduction in extraneous communication. "Before implementing Zoho, we averaged 6,500 emails to generate 400 quotes per month. That volume of emails has now completely been eliminated," said Longabucco.

Vitaquest has also seen the turnaround time for quotes reduced by more than 50%, and their revenue on product launches increase by 65% as a result of the added efficiency. Where previously it took four to five days to generate quotes for prospective customers, now it takes only two days as a result of data and communication centralization. "Not only are we closing deals much faster, but as a result of our speed, our win percentage on deals has increased as well. This year alone, we've cleared the same amount of quotes from all of last year in just eight months."

Vitaquest is also seeing significant time savings when moving deals through the pipeline—from quoting, all the way through to product launch. With their old system, entering details for each deal took 30-45 minutes. "We did the math. We're on track to launch 700 products this year; and with Zoho, I've been able to get one department 65 days back every year. Zoho has made several pipeline functions instantaneous. When a deal is closed, in one click all the details get exported to our product launch page and we have full transparency internally with our team, and externally with our customers," said Longabucco.

## Looking forward

Vitaquest forecasts continued growth as they continue to integrate deeper with the Zoho ecosystem. "We're all in with Zoho and loving it. Zoho has enabled us to grow without having to add additional complexity, not to mention extra bodies in our business.

"We've easily recouped our investment in the system by 10 times. Now that we finally know our numbers, we can create accurate forecasting. We know what our capacity is in the business for quotes and can adjust accordingly. I only see our growth increasing as we continue to integrate deeper with Zoho."

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**33%** increase in  
quote volume

**6500** emails  
eliminated annually

**65** days saved  
per year

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**“We did the math. We're on track to launch 700 products this year; and with Zoho, I've been able to get [our sales] department 65 days back every year.”**

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.

Contact us to learn what Zoho can do for your organization.

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