

Hocco Ice Cream - Case Study

Driving Operational Efficiency for Hocco Ice Cream

Challenges:

- Manual data entry and disjointed workflows hindered scalability.
- Slow turnaround on customer inquiries hurt satisfaction.

Solutions Implemented:

- Deployed Zoho CRM & Zoho Flow to automate processes and create cases in real-time.
- Integrated WhatsApp API and Zoho Forms for seamless customer interaction.
- Built dynamic dashboards that track lead conversion and case resolution.

Results Achieved:

- 80% reduction in manual effort during data entry.
- Significant improvement in case response time-leading to better customer satisfaction.
- Real-time, actionable reporting enhanced decision-making.

Tech Stack:

- Zoho CRM / Zoho Flow
- WhatsApp API
- Zoho Forms
- Custom Dashboards

Source: <https://www.elsner.com/case-study/hocco-case-study/>

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