

Improving efficiency and cutting costs: **How Redfern Flinn Lifting Equipment** **saves time and costs annually with** **Zoho Creator**

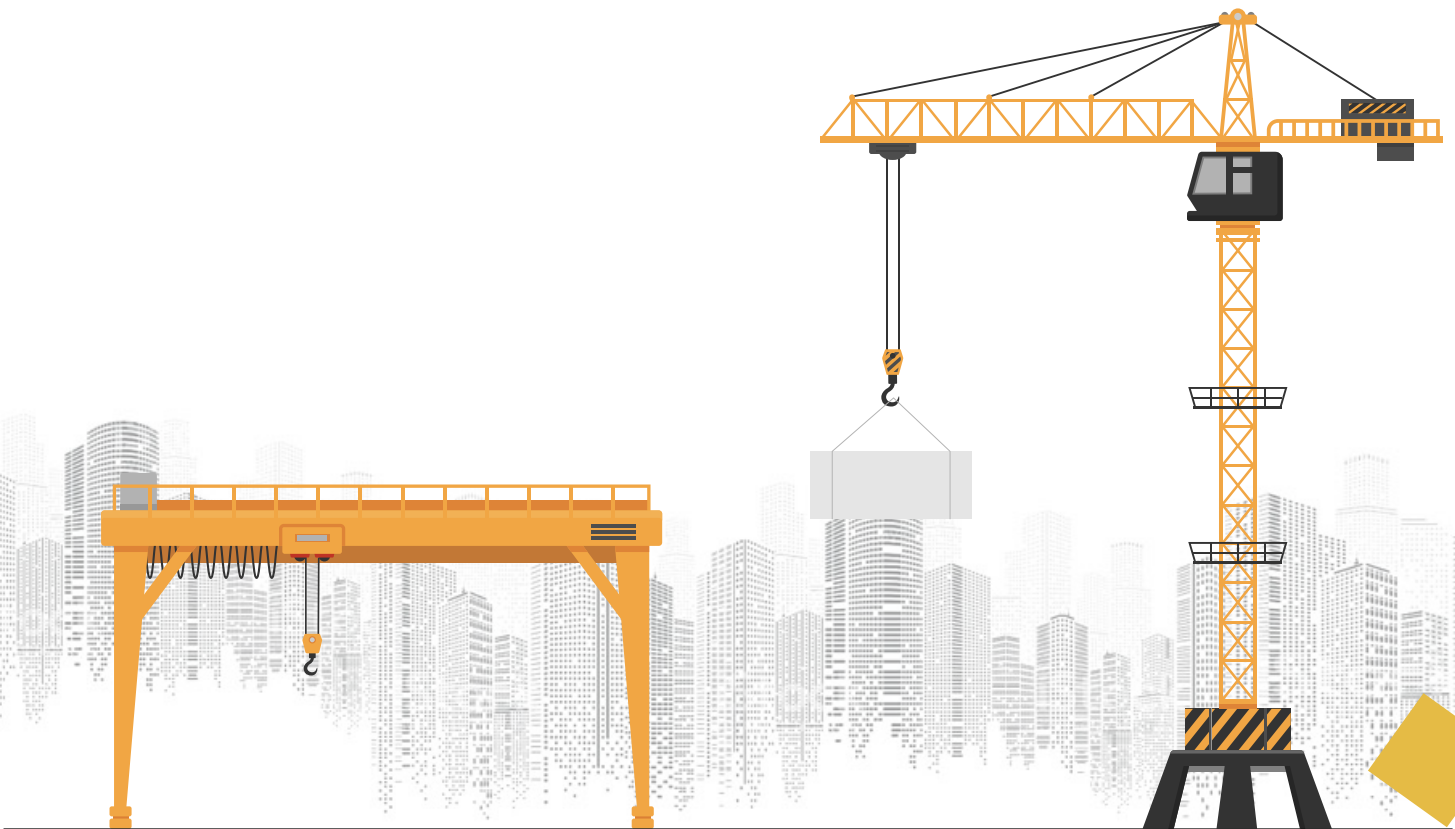




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The company

Redfern Flinn Lifting Equipment is a family-owned Australian company that has been in operation for more than 45 years, providing quality designed and manufactured lifting solutions and materials handling equipment to businesses. From their humble beginnings in Melbourne in 1977, their team has since expanded, with offices in Melbourne, Sydney, and Newcastle, servicing customers throughout Victoria and NSW.

They offer complete end-to-end materials, handling solutions for a range of industries and sectors, including food processing, manufacturing, construction, transport, entertainment, and utilities. The company also provides 24/7 preventative crane and hoist servicing and breakdown support, in-house engineering design, advice, and major and third-party inspections. Lisa Strangwick is the Group Performance Improvement Manager at the organization and played a vital part in the implementation of Zoho Creator.





The challenges

Before implementing Zoho Creator solutions, Redfern Flinn faced several challenges in their business processes.

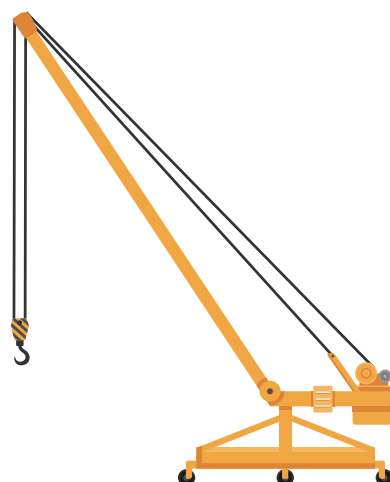
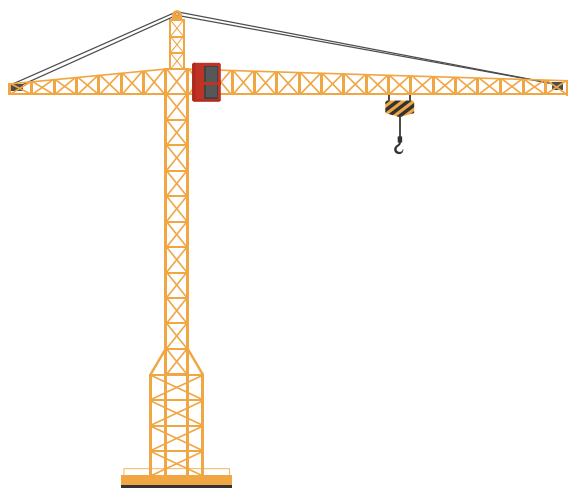
The first challenge was a delay in receiving paperwork, as the technicians had to complete inspection sheets manually, and the paperwork had to be handed in at the office for processing, which resulted in delays in invoicing clients.

There was also the issue of manually typing client reports, which was time-consuming and prone to errors and misplaced reports.

The final challenge was delays in quoting additional work, as it took 7-10 days to get the paperwork and send the client a quotation for the repairs, resulting in delays in responding to client requests and potentially losing business opportunities.

Redfern Flinn had started using Zoho for their CRM, because they had previously searched for asset management systems but had not found one that met their requirements.

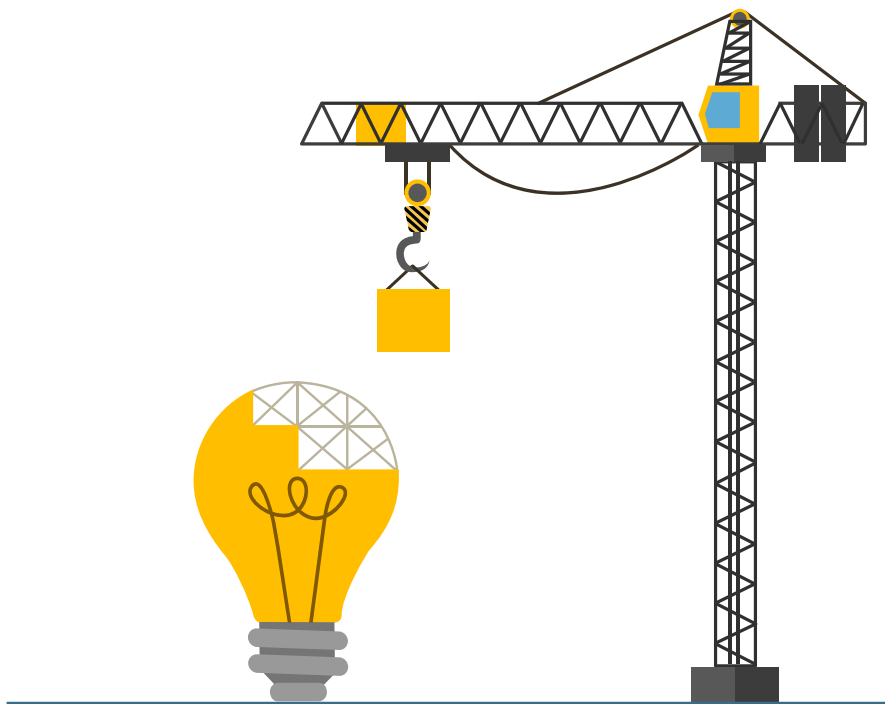
Additionally, they had received a request from a significant client to submit electronic reports, which required customized reporting functionalities that their director had seen in Zoho Creator. The director then spoke with the Creator team, who provided assistance. After completing the project for the major client, the organization realized they could use this functionality for all their clients, and that's where their journey began.





The solution

The custom asset maintenance app built on Zoho Creator provided Redfern Flinn with a solution to automate their paperwork and improve their processes. They were able to create custom forms and set up process automation within the system, which made it easy to use and flexible to customize to their business needs.



The automation of various technician reports, client summary reports, and loose lifting gear reports allowed the organization to eliminate the manual paperwork process, reducing administration costs and providing faster turnaround times for their clients. Their Zoho Creator app has streamlined their workflow and allowed them to focus on their core business activities.



Benefits and ROI

The Zoho Creator app made a significant impact on Redfern Flinn's operations, with benefits including a reduction in administration costs, improved efficiency, and faster turnaround times for their clients.

They eliminated the need for manual paperwork, which reduced their administration costs by around \$70k per year. The app also provides technicians with access to previous reports electronically, eliminating the need to carry paper copies, and allowing them to easily reference previous comments. The app's other features, such as automated reports, forms, and process automation significantly reduced the time spent on manual tasks, allowing for more efficient operations.

According to Lisa, their second significant cost-saving measure involved reducing printing expenses. She explained that they used to produce all their service reports manually in triplicate, resulting in printing costs ranging from \$25 to \$55 per book. The company used to order approximately \$15,000 worth of books per year.

Despite still finalizing some of their manual reports and continuing to print some books, she stated that they have already observed a considerable reduction in their printing costs during the current financial year, with additional savings expected.



We like the flexibility Zoho Creator offers. We have been able to develop forms and set up process automation within the system, which has helped our organization immensely. Also, it's very easy to use, so that has made it quite simple when getting our team on board and training them.

- Lisa Strangwick





Moving forward

Redfern Flinn Lifting Equipment plans to continue using their Zoho Creator app to improve their processes and streamline their operations. They also plan to automate additional reports, such as loose lifting gear reports, to further speed up their various processes.

With the app's flexibility and ease of use, they're confident that they can continue to customize the app to their business needs and improve their operations in the future. They're also looking into other Zoho products to further enhance their day-to-day activities and provide more value to their clients.



It has made a huge impact. We now have all our assets in one database that is easily accessed by all. Technicians no longer need to take paper copies of previous reports with them, as these can now be seen electronically. We've also seen a huge reduction in administration, as reports are now automated.

- Lisa Strangwick





About us

At Zoho Creator, we've always worked towards a single purpose—empowering users to build functional apps with minimal coding expertise. We've helped **14,000+** brands create bespoke solutions and improve their end-to-end operations across a variety of industries. With over **16 years of experience** in catering to **B2B and B2C organizations**, we have the best tools in the trade to help you improve your business.

You can get started with Creator by visiting our [signup page](#). You can also check out our [prebuilt apps](#) to get started right away.





Creator

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We'd love to talk! Reach out to us

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