

Case Study

clozette
— GROUP —

Finds sales structure with Zoho CRM

ZOHO CRM

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About Clozette Group: Asia's leading women's social content network

Clozette Group is a digital marketing company that creates content and thrives on enabling brands to engage with tastemakers in Southeast Asia from the Fashion, Beauty, Travel, and Lifestyle industries. These engagements harmoniously blend content, community, and commerce. When a brand approaches [Clozette Group](#), the team strategically explores the latest trends, tips, and reviews from their community of style and beauty seekers, finding like-minded individuals to connect their clients' products with.

Working with such a vast community with diverse interests, the team had to categorise its clients into their areas of business interest and expertise. Zoho CRM was implemented to streamline sales processes and add structure to how each client was supported. Janice Chia, Integrated Solution Strategist at Clozette Group, ensures this process is achieved in a frictionless manner, with the help of a tech stack which includes Zoho CRM.

With 10 years of industry experience, Janice now conducts long-term B2B planning for Clozette Group, including lead generation activities. As the business continues to grow, the same technology that helped it scale now has to scale along with it as well, and Janice identified a need to integrate more solutions with their existing ones to enable customer-facing teams to plan and operate cohesively within the same space, regardless of their physical location.

Zoho CRM has served as a sales enabler to help decrease communication gaps between managers and teams, acting as a centralised repository for hosting and connecting crucial customer information.

The challenges at Clozette Group

- Clozette was **missing a centralised repository** to host and manage their end-to-end sales activities.
- Teams were providing sales updates of each deal separately, resulting in time spent on additional admin processes instead of other sales focused tasks.
- Sales updates were communicated manually and asynchronously, resulting in **extra administrative work**.

Overcoming messy sales processes and disparate communication

As the Clozette team is so adept at curating content that strikes a chord with the masses, their pipeline was soon saturated with brands. Before they started using a CRM, they used a manual process which required teams to constantly relay updates on their current progress to different individuals, across multiple platforms, causing delays in what was communicated.



We were looking for a system to house and host all our sales processes, from creating contacts, to closing deals and also keeping track of what's in the pipeline ahead.

Janice Chia,
Integrated Solution Strategist, Clozette Group

Getting started with Zoho CRM

Due to the nature of work at the Clozette Group, the team prides itself on communication and needed a more efficient approach for exchanging information. Zoho CRM fulfils their key requirement of simplifying access to customers' records, helping agents collaborate with all the same contextual details. This beats having to go through several different email threads and manually stored records of sales activities, which was very time-consuming.

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We used the CRM as a lead monitoring system. For lead conversion, we find that going face to face with clients definitely provides a higher chance. The old school style seems to be best for us.

When Janice took over as strategist, Zoho CRM was already the go-to resource for sales activities, but wasn't being used to its fullest potential. Janice was able to quickly identify and leverage the true advantage offered by Zoho CRM. Empowered by how easy CRM is to use, she started deploying more functions such as **workflow automation and pipeline customisations** to drive precision in communication work, freeing up time for agents to focus on deep personalisation work with clients.



Visible improvement in business outcomes with Zoho CRM

CRM Features	Benefits
Custom modules	Tailored modules help users handle multiple client accounts with in-depth context of individual requirements. This has vastly improved the appeal of their brand and services.
Pipeline customisation	A robust sales structure with pipeline management activities helps teams anticipate the likelihood of winning deals with prospects and has streamlined status updates between teams.
Customised dashboards	Regional dashboards as communication checkpoints helped save approximately 300 hours worth of meetings each year on reporting work for country-specific sales performance.
Workflow rules	Carefully designed automations have sped up reporting and directly communicating every significant deal closed to management.

Handling multiple client accounts with in-depth context in custom modules

To accurately communicate the appeal of each client's products, the team has to document the context of every business detail in the client's record. This process helps teams **personalise their support** for each client when curating collateral such as articles, product shoots, or videos. Custom modules were also created to manage external collaboration with pop-up concepts for different products like candles, T-shirts, and pouches.

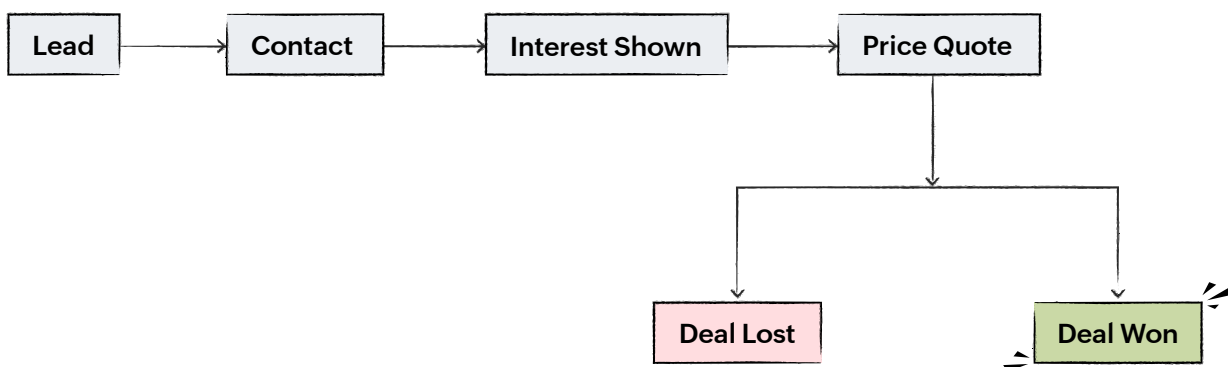
Despite the growing volumes of customer information, the team is very effective at zeroing in on clients' expectations and the personalised record for every customer in Zoho CRM helped them develop ways to convey the uniqueness of each client's products and services through Clozette's content.

Adding sales structure with pipeline management

While demand generation is an integral part of the business, Clozette Group also needed a more quantitative depiction of the entire sales process, so sales teams could understand the likelihood of winning deals with prospects.

The pipeline in Zoho CRM, designed specifically for their process, illustrates the **probability of winning a deal**. The sales teams at Clozette are now equipped with a standardised process for navigating different customised sales stages based on clientele type, allowing them to prioritise and invest more time in deals that are likely to be successful. Likewise, pipeline activities have added clarity to how each stage has to be executed by the agent. Every process is carefully documented, allowing other agents to pick up on the context of each record quickly.

Outline of sales process at Clozette Group



Regional dashboards as communication checkpoints

The teams at Clozette Group currently operate across several countries and time zones. To overcome delays and irregularities in reports, the team needed a single source of truth for accessing insights into specific regional performances.

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"The system saved us about 300 hours worth of meetings each year," says Janice.

As a strategist, it is important for Janice to be able to amass and unify shareable insights on customised dashboards. Janice added that the management level no longer has to go through proxies, and can locate closed deals instantly because of how streamlined the process has become. Dashboard management has **significantly reduced bottlenecks** in the sales processes.

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We use dashboards for an overview of country and user performance at the management level. They track the open tasks for sales persons and also segment out the deals lost," says Janice. **"We can also anticipate the probability of winning a deal by stage. For example there is 50% of winning when we are at price quote stage.**

A quick overview of the country's performance, pipeline revenues by users in each country, and pending activities has helped project managers plan resources more efficiently. Additionally, data can be filtered based on the module and deal type, adding flexibility to how country heads can look at and understand trends within their CRM data and the business as a whole.

Reporting enhanced by workflow automation

At Clozette Group, time management is crucial to ensure that the creative juices are constantly flowing. After implementing automation, the teams were able to trim down unnecessary hours spent executing manual and repetitive reporting activities.

Custom workflow automation communicates every significant deal that is closed in CRM to management. This **streamlines the internal communication process and increases transparency** of country-specific activities across accounts, helping make sure that follow-ups happen when needed.

Scaling in tandem: Business growth and increasing technology needs

Gaining a clearer perspective of their customer's journey is an essential step in determining what goes into Clozette's B2B campaigns. This required a dedicated application and prompted them to integrate with other Zoho products. By integrating Zoho Campaigns and CRM, Clozette seeks to dispatch content that is more personalised and calibrated to the customer's interest, also synchronising every customer record across the CRM and Campaigns through field mapping, removing the process of transferring records and information manually. This allows users to access a **more consistent view** of campaign details and responses from both applications.

Even with the additional features implemented, Janice still thinks Zoho has more to offer Clozette. Due to other growing business needs, the team also has plans to upgrade to [Zoho One](#) so that there is uniformity in how business data is handled across business functions. Zoho Projects is also a major part of this decision, as Zoho's unified integrations will allow them to track tasks while retaining the flexibility to run spontaneous work activities, thanks to Zoho's unified integrations.