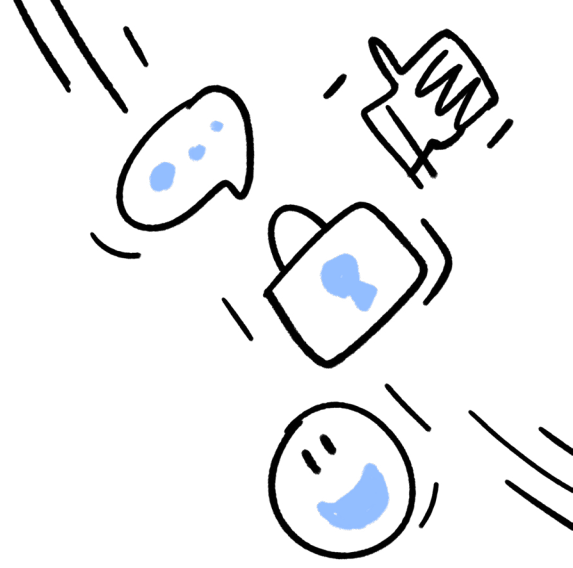


Top 3 reasons why Zoho CRM is right for enterprise businesses



ZOHO CRM for Enterprise



Introduction

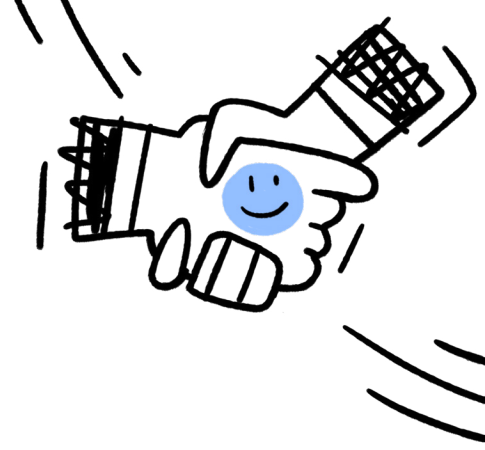
For years, uncertainty has been a certainty for enterprises. And, with continuous advancements in tech and increasing customer expectations, CRM capabilities have evolved to meet them. CRM leaders now leverage comprehensive analytics and automation to achieve personalized experiences and build excellent customer relationships.

But as customers' needs and wider economic climates fluctuate, so do the needs of enterprises. Many are reflecting on the true value-to-cost of existing CRM solutions and seeking out better-fitting alternatives to the CRM giants who have long relied on reputation and empty marketing buzz for their business.

Now, rising competitor CRM solutions can provide equivalent – or superior – capabilities to big industry names, specializing in addressing the unique needs of enterprises for a realistic cost.

At Zoho, it's our number one job to empower enterprises to deliver the personalized experiences that bring in more new customers, faster, while helping ensure existing customers remain loyal – and doing it all more efficiently. But we also understand the new pressures enterprises must adapt to.

In this short eBook, we will highlight the top three reasons why Zoho CRM is right for your enterprise, and how with it, you can bring the best of you to your customers, ensure security, and capture and retain more revenue – no matter the climate.



Reason - 1

Rethinking customer relationships and retention

When choosing a CRM platform, there are two key factors enterprises must consider:

- ✓ **The potential savings of shifting provider and achieving better productivity and more efficient use of a CRM solution.**
- ✓ **The potential gains in revenue thanks to more effective, adaptable use – enabling better customer relationships and boosting retention.**

When it comes to productivity, Zoho CRM breaks the mold: it's not about data entry, it's about taking care of your customers while automations handle workflows, processes, campaigns, customer journeys, and more.

Reason 1

Rethinking
customer relationships
and retention

And with time saved, you can focus your attention where it matters: using Zoho CRM's capabilities to deliver great customer experiences. Because it's not only enterprises that are feeling the challenging economic climate, your customers are too. Thankfully, customers crave familiar, safe experiences during pressured times.

Zoho is built with enterprises, for enterprises, so you can leverage real-time signals from across your customer journeys to help you deliver exceptional customer value.

Thanks to capabilities such as omnichannel presence, segmentation and predictive intelligence, with Zoho CRM you can not only see your business from your customers' point of view, but use that perspective to deliver informed, relevant content before a purchase and proactive customer service after.

Ensure every aspect of their journey – from acquisition to retention – is hyper-personalized, so you can build lasting customer relationships that increase revenue and reduce churn. Do it all from an intelligent, user-friendly hub, and with a cost-to-value that can't be matched by competitors.



Reason - 2

Trusting in security and compliance

While facilitating growth and resilience is our continual pursuit, much like any enterprise, security underpins everything we do.

One of the largest reasons enterprises stick with industry giants is the trust that's been earned, often with years of reliability. This is more than understandable – when security is as important as it is to enterprises, simply shifting away from the norm can be viewed as a risk.

At Zoho, we take your security as seriously as you, with Zoho CRM built on trust as its foundation. This is reflected in our people, process, and most importantly, in our customers: with 80 million users placing their trust in Zoho CRM to run their businesses.¹

Reason 2

Trusting in security and compliance

We work hard to ensure your data remains yours and yours only, and we do so with a security strategy that spans:



Physical security



Infrastructure security



Data security



Identity and access control



Operational security



Incident management



Responsible disclosures



Vendor management



Customer controls for security

Reason 2

Trusting in security and compliance

We're ISO 27001, ISO27017 & ISO27018 certified, CCPA (the Californian Consumer Protection Act) compliant as well as GDPR (the EU's General Data Protection Regulation) across all regions.



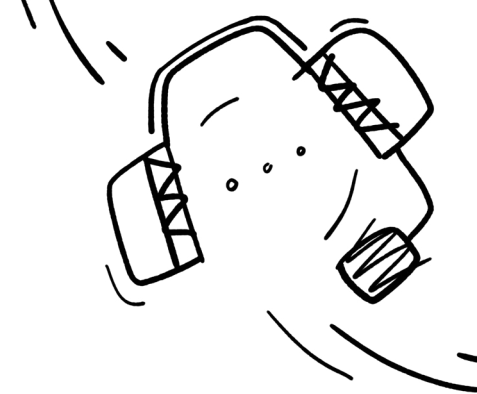
And with the CCPA likely signaling the further rollout of similar legislation across the US, **it's important to know your CRM platform is fully compliant, no matter where you operate.**

When you work with us, it's our job to extend our foundation of trust to encompass your enterprise and, as you'll see in the last section, that starts with integration.

Find out more

[Deeper info on our security best practices](#) →

[Our security link and compliance FAQs](#) →



Reason - 3

Empowering support and resilience

Putting all the elements of an enterprise CRM together paints a complex picture, but the key driver for a successful enterprise CRM integration is a simple one: business continuity.

This is the position Zoho takes throughout the whole process:

from when we first discuss exactly what your enterprise needs in a CRM solution – capabilities, cost, security, speed, modularity – through to migration and beyond, supporting your continual training to aid business evolution.

When it comes to migrating from an existing solution to Zoho CRM, you'll see an immediate payoff. Our Enterprise Business Solutions (EBS) team work closely with you to clarify your exact challenges and processes. They then build a working prototype and deploy it across your enterprise.

Reason 3

Empowering support
and resilience

With minimal downtime and manual work, our EBS team can achieve 50% faster implementation and deployment compared to the competition.¹ And with their support, you can catch any issues early and ensure a smooth transition that doesn't take up resources.

When your new Zoho CRM is up and running, we equip your in-house trainers with the resources they need to onboard your teams. And you don't have to stop after onboarding.

Up-skill your organization by scheduling in-person or online training programs with our product experts. And as you gain momentum, tailor your instructor-led course for different job roles, team structures and specific process requirements.

With a combination of this training and Zoho's bespoke industry solutions, your enterprise and your people can grow and adapt to effectively meet the needs of your customers and economic conditions.

Conclusion

Simply using a CRM to progress your Customer Relationship Management is no longer enough for many enterprises. In the current and coming times of change, your CRM solutions needs to continually level-up your ability to acquire and retain customers – customers who expect tailored content and experiences and products that are relevant to them.

But it's not only customer expectations that are changing. Many enterprises are feeling the squeeze, and many are turning to Zoho CRM – both for our leveling-up capabilities and our ability to offer more customer-life-time value to the dollar.

**When you have a CRM that not only evolves as fast as your business, but works as a partner in your evolution, you can do what you do best – no matter the climate.
“Simply Different CRM”.**

For more information visit - zohocrm.com

 **CRM for Enterprise**