



EVA Software Solutions



Successful Implementation of Zoho CRM, Zoho People Payroll & Zoho Campaigns for Edusphere Group

1. Title

Transforming Education Management with Unified Zoho Solutions

2. Overview

Edusphere Group (www.Eduspheregroup.com) is a leading education management and consulting organization, providing career guidance and higher education solutions. To streamline operations, enhance communication, and automate HR processes, Edusphere partnered with EVA Software Solutions, a Zoho Advanced Partner, for the implementation of Zoho CRM, Zoho People Payroll, and Zoho Campaigns.

3. Executive Summary

EVA Software Solutions successfully deployed Zoho applications to unify Edusphere's sales, HR, and marketing workflows. The integration enabled seamless lead tracking, automated payroll management, and targeted communication campaigns — improving efficiency, compliance, and engagement across departments.

4. Problem Statement

- Decentralized student and lead data without proper tracking or follow-up mechanisms.
- Manual HR and payroll processing causing time delays and compliance risks.
- Lack of structured email marketing and performance analytics for campaigns.

Partner name: **EVA Software Solutions.**

Email ID/Contact- support@evasoftwaresolutions.com /+91 9930402590

<https://www.evasoftwaresolutions.com/index.html>



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5. Proposed Solutions

- Implemented Zoho CRM for complete lead lifecycle management and follow-ups.
- Deployed Zoho People Payroll for automated salary computation, leave tracking, and payslip generation.
- Integrated Zoho Campaigns for lead nurturing, engagement, and mass communication.
- Configured workflows, templates, and reports to align with Edusphere's internal processes.

6. Implementation

- Custom modules created in Zoho CRM to track student inquiries, applications, and status updates.
- Automated payroll cycles with approval hierarchy, attendance integration, and compliance settings.
- Segmented contact lists and designed branded campaign templates in Zoho Campaigns.
- Conducted end-user training for sales, HR, and marketing teams to ensure seamless adoption.

7. Results

- 65% improvement in lead response and conversion time.
- 50% reduction in manual HR effort through payroll automation.
- 70% better engagement via personalized email campaigns.
- Enhanced operational visibility and collaboration across departments.

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