EVA Software Solutions

Case Study
KRATOS - Empowering Your Strength!

1. Client Overview

KRATOS - Empowering Your Strength! operates in the **Professional Training and Coaching sector,** providing training consultancy, performance coaching, skills and behavioral training, and strengths coaching. With 23 years of experience working with corporates across industries, KRATOS manages professional engagements that require structured lead handling, employee administration, attendance, and payroll processes.
To address these operational requirements, **EVA Software Solutions** implemented **Zoho CRM, Zoho People, and Zoho Payroll**. The implementation focused on improving lead management, reducing manual processes, strengthening reporting, and creating a more structured approach to attendance and payroll administration. Training was provided across all three implemented Zoho applications.

2. Business Challenges

Before the implementation, KRATOS faced process requirements across customer acquisition and employee administration that required greater systemization:

- Lead management required a more structured process.
- Manual activities created additional effort in routine operations.
- Reporting capabilities were limited for management review.
- Lead information required better organization and visibility.
- Attendance management, Performance Management required a more systematic process.
- Automatic attendance presented operational challenges.
- Payroll processing required better alignment with attendance information.
- Employee-related processes required greater consistency.
- Users required practical training to effectively use the implemented applications.

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3. Objectives

The implementation was designed to achieve the following objectives:

- Establish a structured lead-management process through Zoho CRM.
- Improve visibility into lead-related information.
- Reduce manual effort in routine business processes.
- Strengthen reporting capabilities for management review.
- Establish a more systematic employee-management process through Zoho People.
- Improve attendance management and related automation.
- Streamline payroll administration through Zoho Payroll.
- Improve coordination between attendance and payroll processes.
- Train users on the relevant CRM, People, and Payroll modules.

4. Solution Implemented

EVA Software Solutions implemented **Zoho CRM** to provide KRATOS with a structured environment for lead management and related reporting requirements. This provided a dedicated system for organizing lead information and supporting the client's business-development process.
Zoho People was implemented to address employee and attendance-management requirements, while **Zoho Payroll** supported payroll administration. Together, these applications provided a more structured environment for employee-related processes and attendance-to-payroll activities.

The implementation was supported by training across **Zoho CRM, Zoho People, and Zoho Payroll**, enabling the relevant users to understand the applications and their business processes.

5. Key Features & Customization

Lead Management & CRM

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- Zoho CRM implementation for lead management.
- Structured handling of lead information.
- Centralized access to lead-related records.
- Support for improved lead visibility and follow-up management.

Reporting & Business Visibility

- Reporting capabilities through Zoho CRM.
- Improved access to lead-related information.
- More structured information for management review.
- Reduced dependence on manually maintained lead information.

Employee & Attendance Management

- Zoho People implementation.
- Employee-management process support.
- Attendance-management functionality.
- More systematic handling of attendance-related information.

Payroll Management

- Zoho Payroll implementation.
- Payroll process management.
- Attendance-related payroll process support.
- Structured payroll administration.

Attendance & Payroll

- Zoho Payroll implementation.

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- Attendance-management process support.
- Payroll process management.
- Payroll coverage for **22 users**.

Training & Knowledge Transfer

- Zoho CRM module training.
- Zoho People module training.
- Zoho Payroll module training.
- Practical guidance for users across the implemented applications.

6. Results & Benefits

The implementation provided KRATOS with a more organized digital environment covering lead management and employee administration.

- Lead information was brought into a more structured CRM environment.
- Reporting visibility was improved through the implemented system.
- Manual effort across the covered processes was reduced.
- Employee and attendance information gained a more systematic management approach.
- Attendance and payroll processes were organized across Zoho People and Zoho Payroll.
- Better process consistency was established across the covered business areas.
- Users gained practical knowledge of the implemented Zoho applications.

7. Conclusion

The implementation of **Zoho CRM, Zoho People, and Zoho Payroll** addressed KRATOS's requirements across lead management, reporting, employee administration, attendance, and payroll. The solution was structured around the organization's actual operational needs rather than introducing applications outside the defined scope.

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Zoho Advanced Partner

Training across all three applications supported user understanding and adoption. With **1 Zoho CRM Professional user, 5 Zoho People Premium users, and 5 Zoho Payroll users**, the implementation established a practical foundation for managing the organization's lead and workforce-related processes in a more structured manner.

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