



EVA Software Solutions



CASE STUDY

Swiss-Indian Chamber of Commerce – Streamlining Feedback Collection with Zoho Survey

1. Client Overview

Swiss-Indian Chamber of Commerce is a bi-national, private business organization focused on strengthening business relations between Switzerland and India. As part of its engagement and communication activities, collecting structured feedback and information from stakeholders is an important business requirement.

EVA Software Solutions implemented **Zoho Survey integrated with Zoho CRM** to provide Swiss-Indian Chamber of Commerce with a structured mechanism for creating surveys, collecting responses, and bringing the captured information into CRM for organized management.

2. Business Challenges

Before the implementation, Swiss-Indian Chamber of Commerce required a more structured approach to collecting information through surveys and ensuring that submitted responses could be managed effectively within its CRM environment.

Key challenges included:

- Requirement for a structured survey-based information collection process
- Need to create a survey aligned with Swiss-Indian Chamber of Commerce's specific requirements
- Difficulty in maintaining survey information in a centralized CRM environment
- Requirement to connect survey responses with relevant CRM records
- Need for accurate transfer of submitted information
- Manual effort involved in handling collected survey information
- Requirement for consistent data capture through defined survey fields
- Need for better accessibility of collected information within CRM

3. Objectives

The primary objectives of the implementation were to:

- Establish a structured survey process for collecting required information
- Configure Zoho Survey according to Swiss-Indian Chamber of Commerce's requirements
- Connect survey responses with Zoho CRM

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- Ensure relevant survey information is captured accurately
- Create a defined flow from survey submission to CRM
- Reduce dependency on separate manual handling of submitted information
- Maintain collected information in an organized CRM environment
- Improve the overall management of survey responses

4. Solution Implemented

EVA Software Solutions implemented and configured **Zoho Survey with Zoho CRM integration** for Swiss-Indian Chamber of Commerce. The solution was designed around the required survey structure and information-capture process, with the survey connected to CRM so that submitted information could be transferred and maintained within the CRM environment.

The implementation focused on creating the required survey, configuring the relevant fields, establishing the Survey-to-CRM data flow, and ensuring that the submitted information was captured with the required details.

5. Key Features & Customization

The solution was configured around Swiss-Indian Chamber of Commerce's survey and information-management requirements.

Survey Creation & Configuration

- Creation of the required Zoho Survey
- Configuration of relevant survey questions and fields
- Structured survey layout for response collection
- Configuration based on Swiss-Indian Chamber of Commerce's requirements

CRM Integration

- Integration between Zoho Survey and Zoho CRM
- Mapping of survey fields with CRM fields
- Transfer of submitted survey information into CRM
- Structured capture of response data

Data Capture & Management

- Collection of required respondent information
- Consistent capture through defined survey fields
- Availability of submitted information within CRM
- Organized management of collected survey data

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6. Results & Benefits

The implementation provided Swiss-Indian Chamber of Commerce with a more structured survey and information-capture workflow connecting Zoho Survey with Zoho CRM.

Key benefits include:

- Structured collection of required information through Zoho Survey
- Better organization of survey responses
- Direct flow of relevant survey information into Zoho CRM
- Improved consistency in captured information
- Reduced dependency on separate manual data handling
- Centralized access to collected information within CRM
- Better alignment between survey collection and CRM management
- More organized management of submitted responses

7. Conclusion

The Zoho Survey implementation provided Swiss-Indian Chamber of Commerce with a defined process for collecting information through surveys and transferring the relevant responses into Zoho CRM. The integration brought survey-based data collection and CRM management into a connected workflow.

With the survey structure and CRM integration configured according to its requirements, Swiss-Indian Chamber of Commerce can manage collected information in a more organized manner while maintaining a consistent approach to survey-based data capture. The implementation demonstrates how Zoho Survey and Zoho CRM can be combined to support structured stakeholder information collection and management.

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