



EVA Software Solutions



## 1. Title

Driving Smart Customer Engagement with Zoho CRM: The Axiodent Transformation

## 2. Overview

- **Company:** Axiodent
- **Website:** <https://axiodent.com>
- **Industry:** Oral Care & E-commerce
- **CRM Partner:** EVA Software Solutions (Zoho Advanced Partner)

## 3. Executive Summary

- Axiodent aimed to integrate e-commerce data and improve customer engagement.
- EVA Software Solutions implemented Zoho CRM with Shopify, Zoho Forms & Campaigns.
- Outcome: Centralized customer data, effective mass email marketing, and enhanced reporting.

## 4. Problem Statement

- Disconnected systems between website, Shopify, and offline campaigns.
- Difficulty in tracking customer purchases and sending relevant marketing.
- Manual lead capture from exhibitions and no follow-up automation.

Partner name: **EVA Software Solutions.**

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## 5. Proposed Solutions

- Integrate Shopify with Zoho CRM to sync customer and order data.
- Use Zoho Campaigns for targeted product-based email campaigns.
- Connect Zoho Forms to CRM for easy offline and website lead capture.

## 6. Implementation

- Seamless Shopify-CRM integration to track purchases in real-time.
- Automated email workflows set up based on purchase behavior and interests.
- Zoho Forms deployed at exhibitions to directly capture and funnel leads into CRM.

## 7. Results

- **Engagement:** 2x increase in customer engagement through targeted emails.
- **Lead Capture:** 100% lead coverage from exhibitions and website forms.
- **Reporting:** In-depth reports on customer behavior and campaign performance.

### Conclusion:

With EVA Software Solutions, Axiodent successfully bridged its online and offline channels, empowered its marketing, and gained complete visibility over its customer journey using Zoho CRM.

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