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Title: Enhancing CRM Efficiency: A Case Study of Viridis BioPharma Pvt. Ltd. with EVA Software Solutions

Overview: Viridis BioPharma is a marketing, manufacturing and research company that deals with active ingredients for the pharmaceutical, nutraceuticals, food and cosmetic industries, medicated dressings and formulations to treat wounds, burns and other novel clinically proven topical formulations, embarked on a journey to streamline its Customer Relationship Management (CRM) processes. Faced with manual handling and burgeoning needs, they sought an automated solution. EVA Software Solutions emerged as a fortuitous partner, offering expertise in Zoho CRM implementation.

Executive Summary: This case study elucidates how Viridis BioPharma Pvt. Ltd. successfully overcame CRM challenges through collaboration with EVA Software Solutions. By leveraging EVA's expertise and proactive approach, Viridis not only automated its CRM processes but also enhanced efficiency and responsiveness using Zoho platform.

Problem Statement and Key Challenges: As a young startup, Viridis BioPharma Pvt. Ltd. grappled with manual CRM processes, hindering efficiency and growth. The absence of automation led to time-consuming tasks, limited scalability, and compromised customer support. Recognizing these challenges, Viridis sought a solution to streamline CRM operations and enhance overall productivity.

Proposed Solution(s): EVA Software Solutions, a proficient player in CRM automation, presented an ideal solution for Viridis. Through a comprehensive understanding of Viridis' unique requirements, EVA proposed a tailored Zoho CRM implementation strategy. This involved seamless integration, customized fields, and blueprints to align with Viridis operational nuances.

Implementation:

Under the guidance of EVA's seasoned professionals, Viridis underwent a smooth transition towards CRM automation. Through virtual and physical meetings, EVA comprehensively grasped Viridis unmet needs and crafted a customized implementation plan. Fields were meticulously customized, and blueprints were devised to optimize workflow efficiency and data management.



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Results: The collaboration between Viridis BioPharma Pvt. Ltd. and EVA Software Solutions yielded remarkable outcomes. By embracing automation and harnessing the power of Zoho CRM, Viridis witnessed a substantial enhancement in operational efficiency and customer responsiveness. The integrated solution facilitated seamless data management, improved collaboration, and empowered Viridis to cater to evolving customer demands with agility and precision. EVA's proactive approach and commitment to deadlines ensured timely delivery, solidifying them as a trusted partner for CRM excellence. In conclusion, the success story of Viridis BioPharma Pvt. Ltd. underscores the transformative impact of strategic CRM implementation, coupled with expert guidance from EVA Software Solutions.



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