



The Apiary, 4th Floor, ABC Place, Waiyaki Way, Nairobi, Kenya.

info@mediacent.africa

Tel: +254 20 389 4153

KRYPTONITE INTERNATIONAL LTD - KIL CASE STUDY

BRIEF DESCRIPTION

How KIL used Zoho One, Payroll and POS to streamline business operations.

OVERVIEW

Previously, the organization had been using too many apps to run their day-to-day business operations. The biggest challenge was too many apps, too many places.

Zoho One came as a solution to solve the issue of having to jump from one application to another making it user friendly.

EXECUTIVE SUMMARY

Kryptonite International is located in Nairobi, Kenya at Gallant, Parklands Road, Parklands.

Kryptonite International Limited is a trading company that is mainly focused on electronics. They also distribute Sony products as well as Vision Plus, which is their own registered trademark. Vision Plus is a brand that focuses on electronics, currently in TVs and audio products. And they focus on a distribution model.

“Zoho has been good. It's very versatile. It has a lot of applications. Sometimes more than one can comprehend.”

PROBLEM STATEMENT AND KEY CHALLENGES

The key challenges they had with their previous system was:

- **Report Generation:** They were not able to generate data or have an overview of their performance as a business in terms of turnaround times.
- **Collaboration:** Their system had no option of connecting within their social media accounts, hence, a communication breakdown leading to complaints and customer dissatisfaction.
- **Integration of Apps:** The ability of the system to be in unison and have the same output depending on what their clients needed was an important factor.

“The biggest challenge was too many apps, too many places.”

EVALUATON OF THE PROBLEM

- Apps integration: Zoho One proved to be the ideal platform since it will unify all the business activities
- Ticketing: Instant feedback to the agents was an important factor in solving client issues hence their clients were not satisfied. From this, we were able to identify the need for a system that could offer pop up notification and instant feedback.
- Payroll: Integration of Zoho Payroll with People, hence having smooth operation.
- Inventory Management: They needed a software that would integrate with their books as well as their warehouses.

PROPOSED SOLUTIONS

- **Ticketing**; Through tickets orders from their social media platforms would be addressed and resolved fast.
- **Payroll** : They wanted a payroll system that would align with Zoho people in order to capture recent amendments from the government.
- **Reports and analytics**: Built in dashboards, would help them get detailed reports to track and improve their services, whilst, tracking their team's performance.
- **Zoho inventory**: Serialization of their goods would be captured through the scanned barcode where they were in unison.

Zoho CRM;

- **Lead Management:** through leads, they would be able to track where their clients came from and who generated the lead .
- **Transparency:** through the accounts' module, they are able to have an overview of all the contact persons for different accounts.
- **Document Management:** They have an overview of all their shipping contracts and employees' documents.

IMPLEMENTATION

Implementation of Zoho One , has taken 5 months.

Bottlenecks:

Adaptability of the system by the users, posed as a challenge hence often trainings happened during deployment of systems.

Unique challenges with different platforms, required our resources to reach out to Zoho with preferred solutions.

Customization of Zoho CRM and Desk to the client's preference through integration with their current system.

Integration : They had a lot of data to move from their previous systems to Zoho one.

RESULT

Zoho one being an all-in-one suite was a great implementation for them since they can now collaborate, have an overview of all their inventory, people management and have all the leads, client issues addressed and resolved.

KIL have experienced 10% improvement in customer satisfaction and delivery.

“Through customization we have been able to add features that we did not think we needed”



**KRYPTONITE
INTERNATIONAL**

Partner Name: **Kryptonite International Limited**

Email ID /contact: support@visionplus.co.ke

0111 052 700

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