mediacent
interactive.

Mascardi Luxury Cars CASE STUDY

How Mascardi Luxury Cars leveraged on several ZOHO ONE apps to streamlined it's high-end car business operations"

MASCARDI LUXURY CARS

Luxury cars deserve an end-to-end premium experience and that's what Mascardi is here to deliver! Founded by luxury automotive enthusiasts we built Mascardi around our three core values of Quality, Value and Experience. We call it the revolution of the luxury car buying experience in Kenya and we want you on board!

With the largest selection of premium certified luxury cars in Kenya we guarantee to have you driving home in your dream car escaping sleazy car yard sales-men and the harrowing experience of buying a used car we are all far too well familiar with in Kenya.

Time to do things better! Welcome to Mascardi - The Ultimate Luxury Car Dealership in Kenya catered towards a niche market that shares the same passion for the highest quality, uncompromising standards at the best value when it comes to luxury cars!

MASCARDI LUXURY CARS

THE END-TO-END MASCARDI EXPERIENCE

Sales & Delivery Experience | After-Sale Maintenance & Vehicle life Experience | Re-Sale Support

MASCARDI PREMIUM CERTIFIED

We have one standard: THE HIGHEST
We pride ourselves on our product. Every car in our inventory is Mascardi certified. This means it comes with accident-free assurance, genuine mileage guarantee, full roadworthy certification and has passed a stringent multi-point inspection.

Not every car has what it takes to be a Mascardi car. Highly selective on simply the best.

THE MASCARDI FAMILY

MASCARDI LUXURY CARS

Website: https://www.mascardi.co/

Email: sales@mascardi.co

No.: +254 717 277777

Location: 291 KABETE LANE | SPRING VALLEY | NAIROBI

Field & Nature of Business: Automotive Industry (Car Dealership)

ZOHO Subscription Obtained: **ZOHO ONE**

Mascardi Premium luxury car dealership, often faced significant challenges in managing their operations effectively due to reliance on manual processes. These challenges collectively limited the dealership's ability to scale operations, deliver a premium customer experience and maintain alignment with its luxury brand image. Addressing these issues therefore became critical for achieving operational excellence, driving sales growth, and sustaining a competitive edge. Some of the challenges Mascardi faced included but were not limited to:

✓ **Inefficient Lead Management**: Inadequate follow-up on leads from walk-ins, social media, and other inbound channels resulted in missed sales opportunities and poor customer engagement.

✓ **Disconnected Client Profiles**: Difficulty correlating client payments to their profiles and viewing a comprehensive portfolio of services rendered, including maintenance activities, hindered relationship management and customer satisfaction.

PROBLEM STATEMENT & KEY CHALLENGES

✓ **Cumbersome Contract Processes**: Manual contract handling created delays, logistical inefficiencies and inconsistencies in agreement processing.

✓ **HR and Payroll Challenges**: Ineffective management of staff-related activities such as payroll, attendance, and leave disrupted operational efficiency and employee satisfaction.

✓ **Inventory and Stock Management Issues**: A lack of proper tools for tracing and managing car inventory, repair stocks, and spare parts resulted in operational inefficiencies and potential stockouts.

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Running the business without a proper system was incredibly frustrating. We were constantly losing track of important leads, struggling to keep up with payments and service histories, and dealing with delays in finalizing contracts. Managing staff and inventory was also a huge challenge. It felt like we were always running in circles, just trying to stay on top of things, but never really getting ahead

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~ **Shitij Rastogi, CEO, Mascardi Luxury Cars**

Mediacent Interactive, after a thorough assessment of the Mascardi's operational challenges, identified the **Zoho Suite** as the ideal solution to streamline processes, enhance efficiency and deliver a premium customer experience. By integrating Zoho's powerful tools, we aimed to create a seamless ecosystem that optimizes lead management, contract workflows, HR functions, inventory control and analytics to drive sustainable growth and success.

Some of the key features and functionalities that Zoho Suite would inject into Mascardi include but are not limited to:

✓ **Zoho CRM Plus Package**

- Centralizes all customer interactions across multiple channels for efficient lead management and follow-ups.

- Automates workflows to ensure timely responses, consistent messaging, and improved conversion rates.

✓ **Zoho People**

- Simplifies HR management, including attendance tracking, leave management and performance reviews.

- Streamlines payroll processing, reducing administrative overhead and ensuring timely, accurate payments.

✓ **Zoho Inventory**

- Provides real-time tracking and management of car inventory, spare parts, and repair stock.

- Automates stock updates, ensuring better control, availability, and accurate reporting.

✓ **Zoho Sign**

- Speeds up the contract process with secure, legally binding e-signatures, eliminating delays in agreement finalization.

- Ensures document security and compliance, streamlining the signing process for faster closings.

✓ **Zoho Sprints**

- Enables efficient project and task management, ensuring smooth execution of service tasks and repairs.

- Enhances team collaboration with real-time updates, task assignment, and progress tracking.

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✓ **Zoho Analytics**

- Provides powerful insights and visualizations of sales, customer interactions, and operational performance.

- Helps make data-driven decisions, optimizing sales strategies and inventory management.

✓ **Payroll Master – Mediacent's Pan-African Payroll Solution**

- Ensures accurate and timely payroll processing with automated calculations for taxes, deductions, and benefits.

- Improves payroll compliance and reporting, reducing errors and increasing transparency.

Discovery

The methodology starts with the discovery phase, where the company's requirements are gathered. This includes understanding the current business processes, and workflows, and identifying areas where the solution can be deployed to streamline operations

Design

During the design phase, the methodology includes designing the solution to meet the specific needs of the organization. This includes configuring the solution products, customizing workflows, and integrating solution with other systems.

Training

Once the solution is built, the methodology includes training users on how to use the solution. This includes conducting training sessions and providing ongoing support.

Planning

Once the requirements are gathered, the methodology includes planning the deployment. This includes setting up a project team, defining roles and responsibilities, and creating a timeline for the deployment.

Build

The build phase involves building the solution. This includes creating user accounts, migrating data, and configuring integrations. The methodology also includes conducting testing to ensure that everything is working as expected.

Deployment

During the deployment phase, the solution is rolled out to the organization. The methodology includes monitoring the solution to ensure that everything is working as expected and making any necessary adjustments.

Duration it took to implement the solution(s):

The project took a total of 5 Months, with a phased approach that saw the apps implemented in incremental fashion throughout the deployment timeline.

Bottlenecks, and how they were mitigated

The project faced a bit of lengthy deployment owing to a rapid change of relevant project staff during the active deployment phase. This was always coupled with a delay in submission of the relevant client-side project data / info. Each time there was a staff change, we would take the time to walk through the entire setup afresh with the entire team to ensure that everyone was on the same page and none was left behind.

Additional services provided- e.g. migration, customization & integration

Mascardi required that old customer data as well as inventory data captured on Excel, was migrated onto the new Zoho setup. This was effectively handled with correct mapping from old to new system.

RESULTS: BENEFITS & ROI

By implementing the Zoho Suite, Mascardi Luxury Cars transitioned from a fragmented, manual operation to a streamlined, data-driven system. This integration not only resolved inefficiencies but also enabled them to scale their business while enhancing customer experience, internal collaboration and overall profitability.

Positive Impact of Implementing Zoho Solutions on Mascardi Luxury Cars included:

- ✓ **Centralized Data Center**: All customer data, transactions, and inventory are now accessible in one platform, improving decision-making and reducing errors.
- ✓ **Increased Revenue**: Enhanced lead conversion, faster contract processing, and improved customer service directly drive higher sales and increased customer retention.
- ✓ **Better Lead Conversion**: Automated workflows, consistent follow-ups, and unified lead management increase conversion rates and shorten sales cycles.

RESULTS: BENEFITS & ROI

- ✓ **Data-Driven Decisions**: Real-time analytics provide actionable insights, allowing the client to optimize sales strategies, inventory management, and customer interactions.

- ✓ **Improved Communication**: Omnichannel integration facilitates smoother communication, increasing response times and customer satisfaction.

- ✓ **Enhanced Team Synergy**: Cross-functional teams collaborate more effectively, ensuring efficient task management, inventory control, and service delivery.

- ✓ **Achieved Business Goals**: Streamlined operations, reduced manual tasks, and better control over sales, contracts, and HR processes help the client achieve growth and operational excellence.

- ✓ **Client Team Onboarding & Training**: We believe ultimate success when it comes to systems is "not in implementation, but rather in adoption of the system". As such, Mediacent Interactive, through its mantra of "walking with the client team every step of the journey", provided thorough team training to relevant system users, ensuring they not only grasped, but became prolific in the use of the implemented solutions.

CASE **STUDY**

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Since implementing the Zoho suite, our operations have been completely transformed. Lead management, contracts, inventory and HR are now streamlined, allowing us to focus on exceptional service and growth. Communication is seamless, decisions are data-driven and what once felt disjointed is now a well-oiled machine. We're seeing the results in our business performance.

- *Shitij Rastogi, CEO, Mascardi Luxury Cars*

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CALL TO ACTION (CTA)

Join the #ZohoRevolution

Experience the transformative power of Zoho ERP with Mediacent Interactive, your trusted partner in seamless implementation, tailored solutions and reliable ongoing support.

Our proven track record of delivering success stories for businesses like yours speaks for itself. Don't just adapt—lead. Let's revolutionize the way you work, together.

Your growth starts here!!

THANK YOU...

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