

Custom applications for custom manufacturers

Eliminating operational inefficiencies and costs with Zoho Creator.



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About Akaar Manufacturers

Akaar is a custom manufacturer that works with interior designers and architects, to give shape to new homeowners' ideas. They use state-of-the-art technology to deliver custom manufactured products ranging from signage to doors and partitions. Based in Bengaluru, India, Akaar takes in orders from its clients—each of which is unique and has granular specifications—and manages the entire manufacturing process for them right from material production to production and delivery.

The challenge — every order was unique

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With every customized order, the complexity increased.



- Nikhil Bhansali, Director

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As Akaar's business started growing, so did their orders. By the very nature of its business, Akaar has catered to thousands of clients, all with differing needs. Typically, *a single order contains 30 to 40 fields of information*. Some are common across orders—like a customer's name, address, and phone number—while other data is more specific to each particular order. This meant that there was always a mix of repeating and unique fields.

The process before Zoho Creator

All their orders were documented in Excel sheets and word documents, where *a lot of data was being duplicated* or edited to create job orders.

Keeping track of every single order started becoming a challenge. It was also difficult to conduct analysis and arrive at meaningful information from simply looking at the data. For instance, assessing which orders were being catered to on a regular basis, or what the status of each order was, did not happen easily.

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In a day, we handled between 8 and 10 orders, and required almost 30 executives to run operations. On top of that, every order entailed regular follow-ups, which resulted in 50-60 calls on average from the operational executives, for things like updates or conducting quality checks. Most of this work was done over WhatsApp, with a lot of back and forth between the executive and production teams.



- **Nikhil Bhansali**, Director

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A custom solution, easy to build

Akaar wanted a solution that could ease the burden on its executives without resulting in more operational complexities. *But the company didn't want to dedicate more resources to building or managing such an application.*

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We came across this app called Zoho Creator. I started playing with it on my own and figured that this was something I could pull off by myself, without the aid of a technical person.



- **Nikhil Bhansali**, Director

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The end of paperwork, follow-ups, and spreadsheets

Real-time dashboards

Every single order could now be tracked very clearly. The team at Akaar can now, *at any given time, know exactly what is happening*—which products are being manufactured, which are ready for quality checks, and which are in the queue to be delivered. Additionally, the Kanban functionality lets Akaar visualize the progress of each order in a single, comprehensive glance.

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This has resulted in two direct benefits. One, it has reduced all the unnecessary paperwork and documentation. Two, it has helped the company save a lot on costs, as the application works on any smartphone.



- **Nikhil Bhansali**, Director

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Integrations

Zoho Creator fits in with other systems seamlessly. Akaar was already using Zoho CRM, and this was integrated with Zoho Creator in just a few, simple clicks. Immediately, *a lot of fields that were being repeated were now synced, eliminating all the redundancy.*

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Since all the orders and their associated tasks are captured in the system, there's no need for cumbersome spreadsheets anymore. This has cut down on the manual follow-ups needed, so the company's executives can focus on just executing the client orders.



- **Nikhil Bhansali**, Director

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Mobile apps

And since the application works on mobile, it's eased the life of the executives in the field. That's a huge win for the executives, saving their time as well as keeping costs down, as the company now *doesn't have to invest in laptops for field executives*, who spend almost the entire day at industrial sites.

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Previously, most interactions were conducted over WhatsApp, sometimes with over a hundred messages and calls to be attended to. This has been drastically cut down, to just 1 or 2 per client.



- **Nikhil Bhansali**, Director

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Shifting the focus from administration to execution

Automating their business processes with Zoho Creator has enabled Akaar to grow their business—focusing on execution instead of administration. Mundane tasks have been reduced, more orders are being taken, and *a one-time investment has resulted in a business process that scales up without limits.*

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We'd need 30 operations executives to handle 8-10 orders a day. But with Zoho Creator, we needed just 11 people, and with the same team we can scale up to 50-60 orders a day.



- Nikhil Bhansali, Director

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About Us

Running a business is no mean feat, and we believe we can help. At Zoho Creator, we've always worked towards a key purpose - enabling the citizen developer to build functional apps without having to learn to code. Rapidly build custom applications that are a perfect fit for your business, or choose from our extensive range of pre-built apps and modify them. Just sign up, pick a plan, and start building!





www.zoho.com/creator/

We'd love to talk! Reach out to us:

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