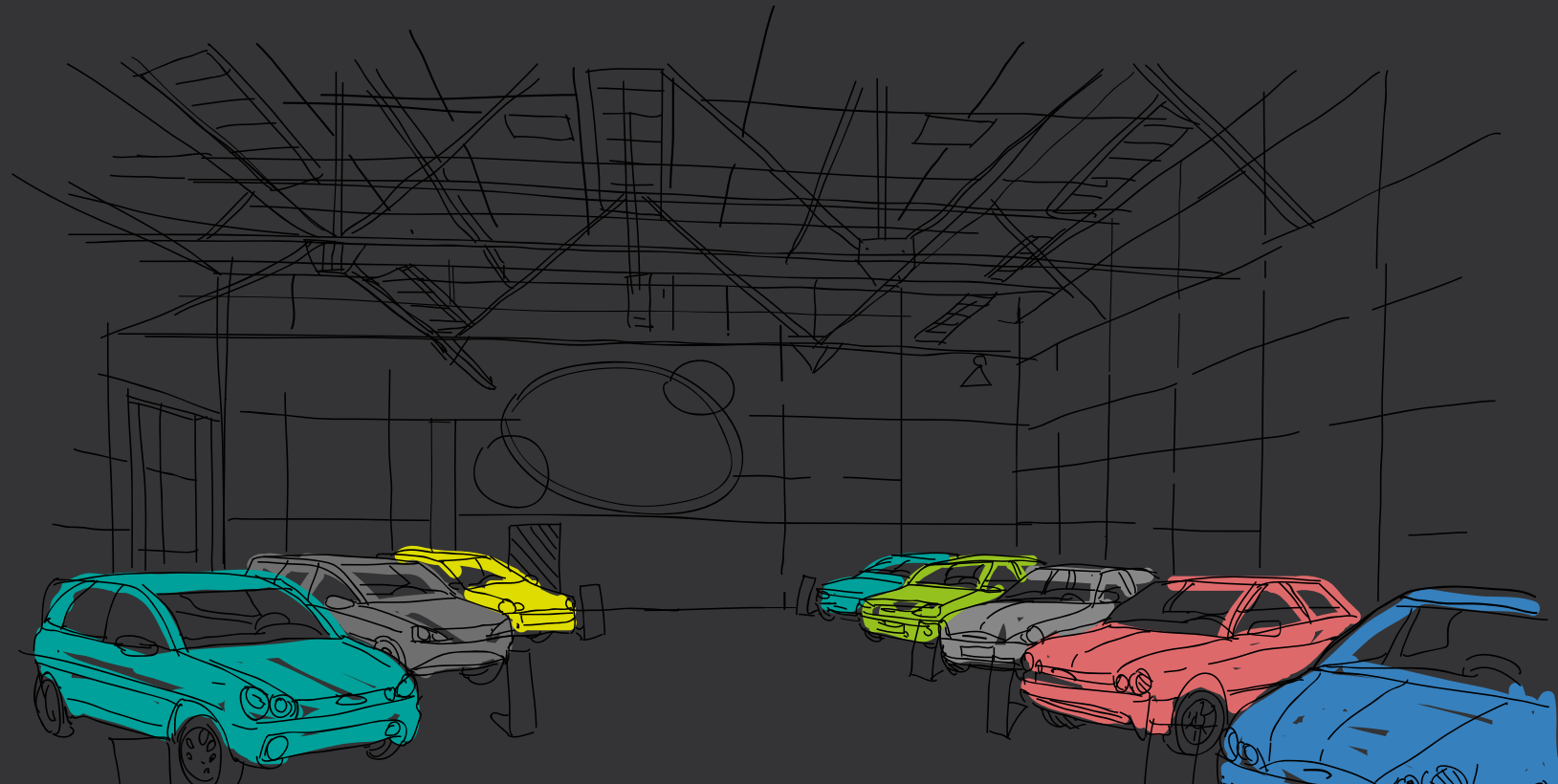




How automation helped  
**Kumi Motors accelerate  
efficiency**

# About Kumi Motors

Kumi Motors, based in Mexico, sells new and preowned KIA vehicles while also providing mechanic services. They have roughly 800 employees spread across 8 branches. As you can imagine, with so many varying data sources, they needed to streamline information and establish an efficient way of processing all the data they've collected.



# Struggles with spreadsheets

The lead developer at Kumi Motors told us that it took them a long time to embrace technology at all. Initially, they had most of their information on paper before they eventually adopted online spreadsheets.

“

*We were late by at least 10 years to the use of basic computer platforms such as e-mail and spreadsheet software.*

”

When they did, they chose Excel and MS Access to host their data. However, they soon realized that their Excel spreadsheets were prone to errors because they allowed anyone to make up their own criteria on how to manage data. Not only were inconsistencies rampant, but other similar software solutions had their own issues—too many complexities for a growing business like Kumi Motors.

# Shifting to the cloud

It wasn't a smooth transition, chief developer Eduardo told us. He had to convince his CEO that saving data on the cloud was a safe option. They had to overcome questions regarding data privacy, and resistance to embracing Zoho Creator.

Despite those concerns, Kumi Motors decided to give Zoho Creator a chance. Now, two years later, they're confident that they made the right decision.

“

*Zoho Creator brings an integral solution to the company, and it is user-friendly regardless of each employee's study level or computer skills.*

”

# Zoho Creator for Kumi Motors

Today, the company uses 6 primary apps to run their processes.



## Human resource management

Maintains information and provides necessary access to employees and hiring staff members.



## Demos

This app lists demo vehicles that sales representatives can test drive and refer to when preparing for sales interactions.



## Seminuevos (Spanish for “preowned”)

As the name suggests, the app exclusively lists second-hand vehicles for sale.



## Training

An app that calculates and manages the approximate cost involved in selling, maintaining, and servicing vehicle parts.



## Expenses

A travel expense manager that records all expenditures incurred by the company at large.



## Commerce

An analytics-based app that reports on car sales across the country, categorizing sales and revenue by state and district.



# Impacts of low-code cloud technology

“

*The biggest impact is that the majority of employees can interact in the platform; we started to create more metrics that help the management make better decisions.*

”

## A fantastic bargain

Eduardo didn't jump into Creator blindly. When speaking with him, we realized that he'd done his research. For instance, according to Eduardo, purchasing an employee management system for about 400-500 employees would cost them \$16000 on average. That's a massive amount considering the company had other priorities to invest in as well. Zoho Creator has almost eliminated that expense.

What's more, now that they have a comprehensive vehicle database, customers required fewer test drives. This has helped reduce the company's fuel usage by about 70% which translates to about \$13000 in savings a year.

As for preowned vehicles, they've had a 20% increase in sales, largely because their Creator app functions as a complete inventory management system, tracking vehicles more efficiently than their previous systems. Sales representatives have around-the-clock access to vehicle details, enabling them to initiate conversations with customers at any time. Kumi Motors now makes about 500,000 Mexican Pesos per dealership every year, roughly 26,000 US Dollars.





# But really, aside from statistics, how do employees feel?

“

*The staff feels more integrated with the use of the systems. Above all, they share information at all times through the mobile version of Zoho Creator.*

”

It's not the first time we've heard that, but we were happy nonetheless. Having automated processes at Kumi Motors helps staff carry out their daily activities and manage their time effectively. Access to real-time information and economical use of resources are bonuses that came with implementing Creator.

“

The benefits are many, and in some cases, cannot be measured, but the perspective of the company has changed.

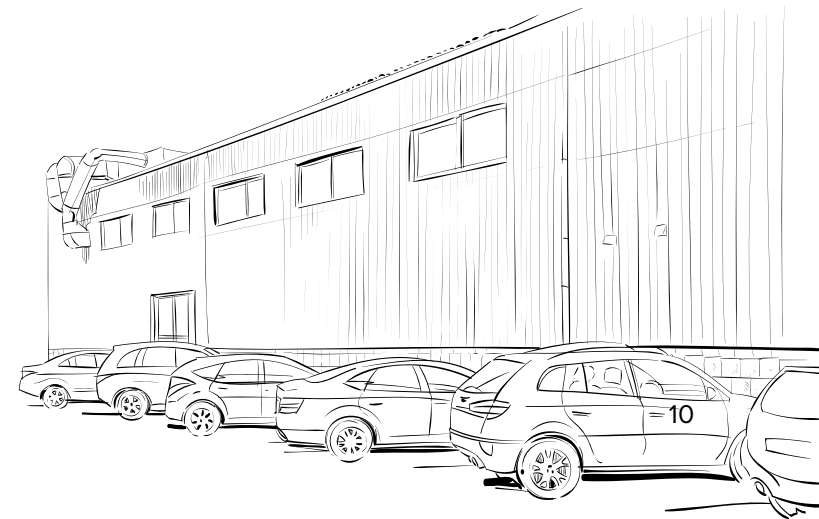
”

## One favorite thing...

“

Zoho Creator's compatibility with different operating systems, either portable or desktop.

”



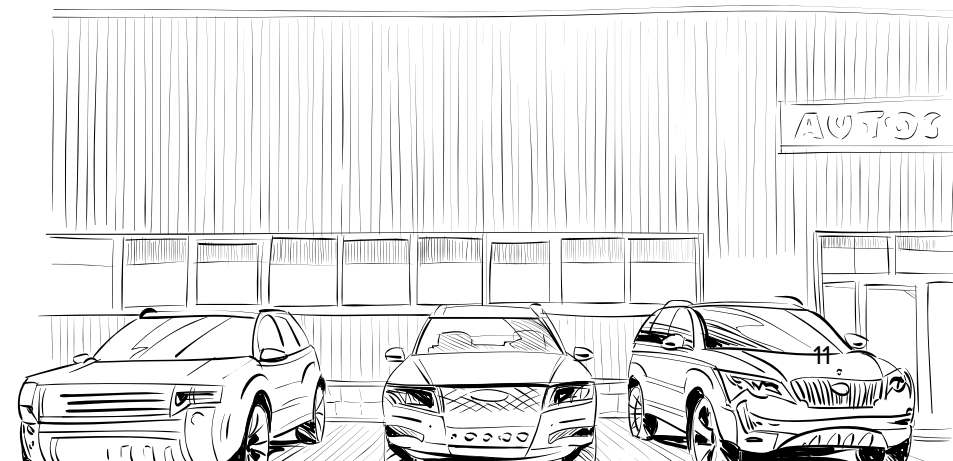
# Major takeaway

Kumi Motors have had a smooth ride with Zoho Creator.  
What would they say to their friends in business?

“

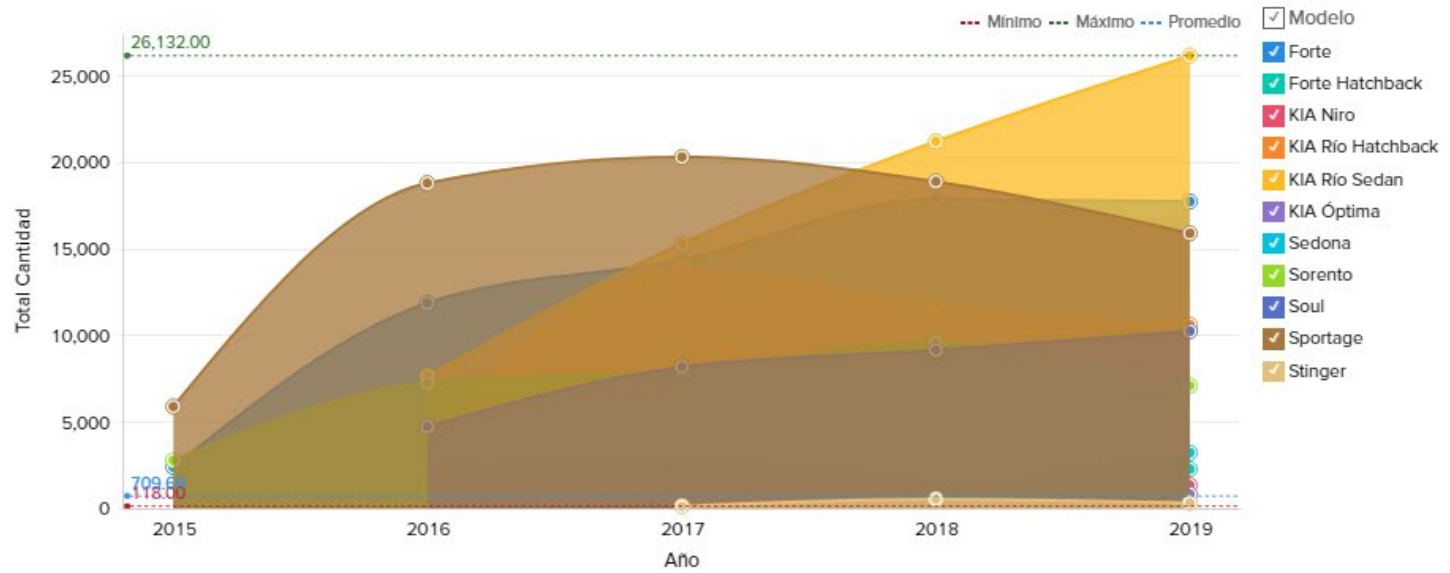
*That Zoho Creator can help change employees' perspectives about the use of computers or software. It helps save money because you can add more functions or integrations from our programming code. It is a magical thing*

”



- Dashboard
- Tabla Comparativa
- Historico Comparativo
- Reporte de Venta
- Venta Comparativo
- Comparativo de Mercado
- Estatal
- Perdidas Comparativo
- Pronosticos Comparativo
- Reporte Detallado
- Dealer Local
- Pérdida de Utilidad Bruta
- Comparativo de Mercado

Modelo: 
 Segmento: 
 Mes: 
 Tipo: 
 País origen:



INEGI. (08 de Enero de 2020). Inegi.org.mx. Obtenido de <https://www.inegi.org.mx/datosprimarios/tavl/>

**Historico Estatal**

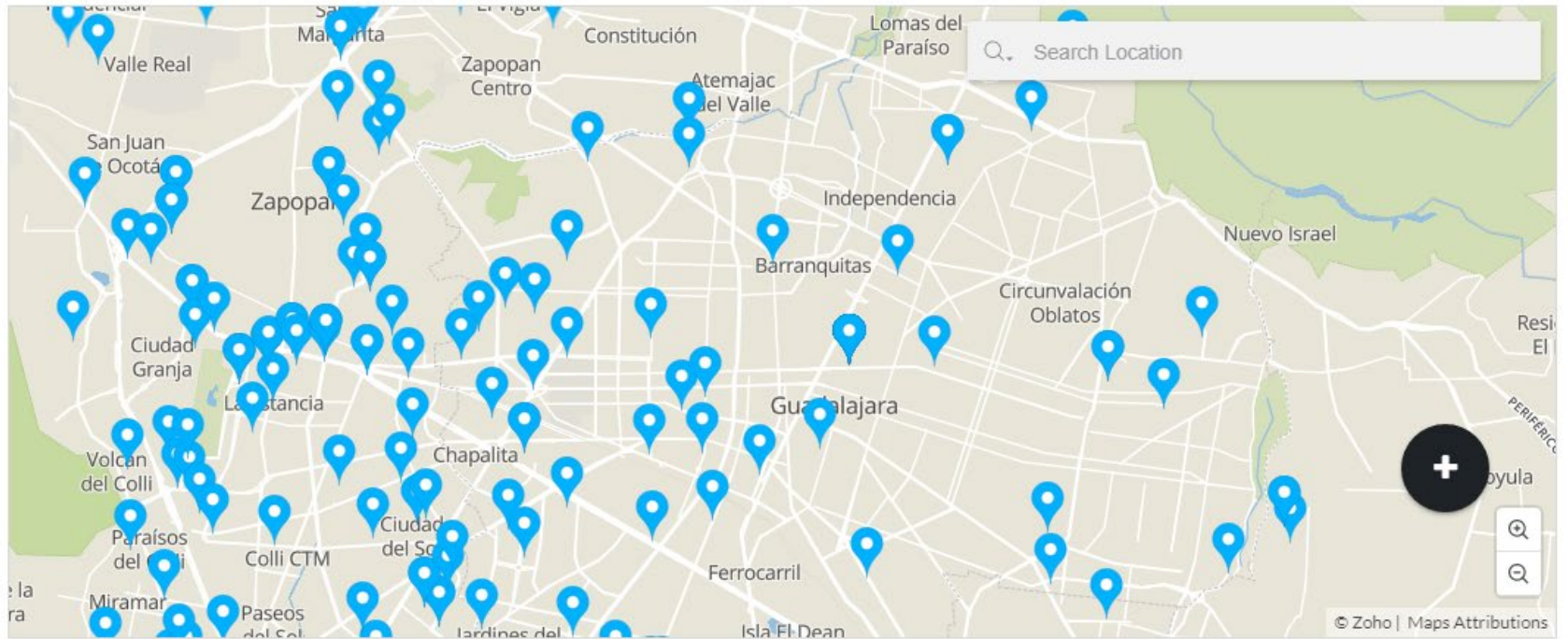


### Demos



- Mapa Ruta Demo
- Mapa Ruta Demo Ameca
- Mapa Galerias
- Cientes Galerias
- Apartados Galerias
- Nº Viajes Consultor
- Utilización de Demos
- Combustible Galerias
- Localización de Clientes
- Calendario de Modelos
- Registro Unidades Galeri...
- Reporte de Unidades
- Grafico Demos Galerias
- Nº de Viajes por Consultor

### Localización de Clientes



- General
- DashBoard General
- Legales
- Calculadora ISR
- Calculadora Reporte
- Indicadores Negocios
- Marca Inventario
- Información Vehicular
- Utilidades
- Inventario General
- Inventario General
- Marcas
- Rango de Precios
- Utilidad General

# SEMI NUEVOS

by Kumi Motors



Marca/Modelo/Serie

Search



Inventario  
Unidades  
Grupo Kumi Motors

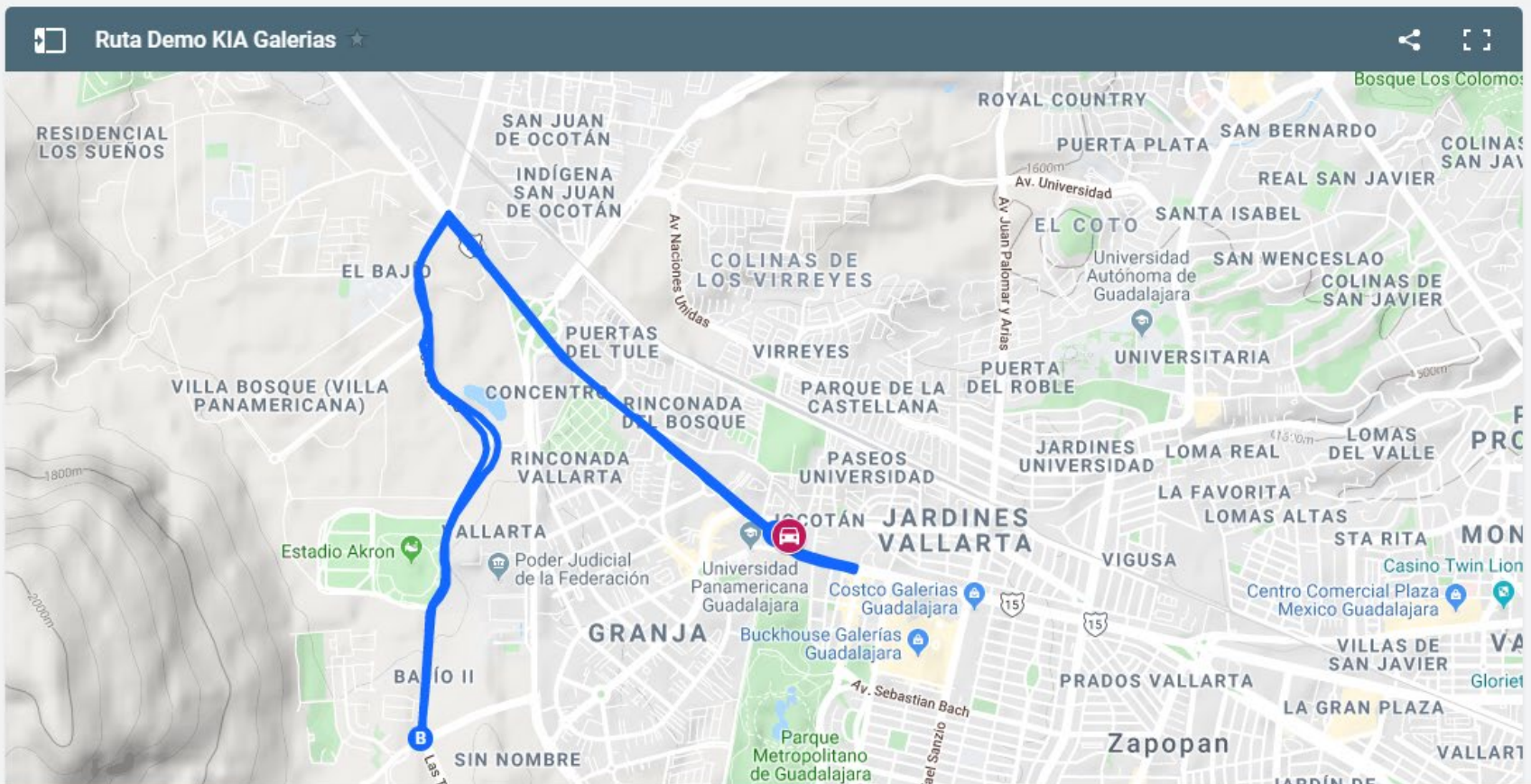
294



# Demos



- KUMI MOTORS >
- Demos Galerías >
- KIA Galerías
- Registro Galerías
- Reporte Galerías
- Estatus
- Demos
- Mapa Ruta Demo
- Mapa Ruta Demo Ameca
- Mapa Galerías
- Clientes Galerías
- Apartados Galerías
- N° Viajes Consultor
- Utilización de Demos







-  KUMI MOTORS >
-  Demos Galerías v
-  KIA Galerías
-  Registro Galerías
-  Reporte Galerías
-  **Estatus**
-  Demos
-  Mapa Ruta Demo
-  Mapa Ruta Demo Ameca
-  Mapa Galerías
-  Clientes Galerías
-  Apartados Galerías
-  N° Viajes Consultor
-  Utilización de Demos

## Estatus



### Ocupado 4

-  **OPTIMA**  
Prueba Demo  
SXL 2.0L TUR... Ebony Black
-  **Rio HB**  
Prueba Demo  
1.6L EX T/M Azure Blue
-  **Soul**  
Prestamo  
2.0L EX PACK Inferno Red
-  **Niro**  
Prestamo

### Apartado 0

No Records in Apartado





Expenses

- Corporativo
- DashBoard Corporativo
- + Solicitud Viajes Corporat...
- Q Solicitud Reporte
- ✕ Comprobación Viajes Co...
- Q Viajes Reporte
- + Solicitud Interna
- Q Interna Reporte
- + Comprobación Interna
- Q Comprobación Interna R...
- Facturación Corporativo
- H Hoteles Corporativo
- Mapa Ticket Edenred Co...
- Gasolineras Corporativo
- Transportes Corporativos



Clima Guadalajara	Clima Monterrey	Clima de México	Clima de Colima	Clima de Mazatlan	Clima de Tepic
27° 11° DOMINGO 25° 10° LUNES 28° 11° meteored.mx METEORED	22° 9° DOMINGO 19° 6° LUNES 19° 12° meteored.mx METEORED	24° 7° DOMINGO 24° 7° LUNES 25° 9° meteored.mx METEORED	32° 17° DOMINGO 31° 17° LUNES 31° 17° meteored.mx METEORED	23° 16° DOMINGO 24° 14° LUNES 25° 17° meteored.mx METEORED	29° 11° DOMINGO 28° 14° LUNES 28° 18° meteored.mx METEORED

Hora actual en Colima, México	Hora actual en Guadalajara, México	Hora actual en Tepic, México	Hora actual en Mazatlán, México
Sáb, 11. Ene 2020 11:44:11	Sáb, 11. Ene 2020 11:44:11	Sáb, 11. Ene 2020 10:44:11	Sáb, 11. Ene 2020 10:44:11

Consulta de Saldo Edenred (WEB)

Mi Ticket Expense

Mi Ticket Expense

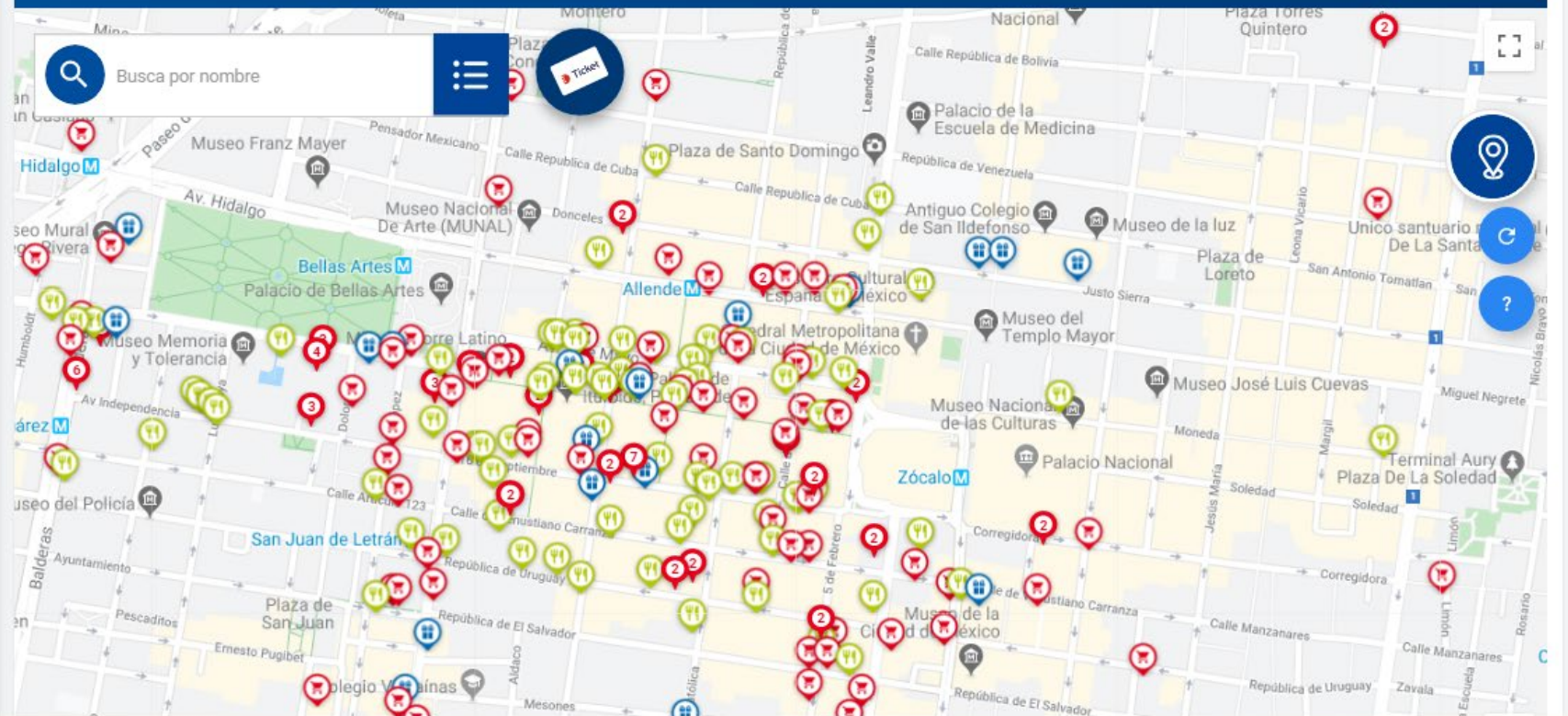
## Expenses

- Corporativo
- DashBoard Corporativo
- + Solicitud Viajes Corporat...
- 🔍 Solicitud Reporte
- ✂ Comprobación Viajes Co...
- 🔍 Viajes Reporte
- + Solicitud Interna
- 🔍 Interna Reporte
- + Comprobación Interna
- 🔍 Comprobación Interna R...
- 📄 Facturación Corporativo
- 🏠 Hoteles Corporativo
- 🗺 Mapa Ticket Edenred Co...
- 🛢 Gasolineras Corporativo
- 🚗 Transportes Corporativos
- VIA Celular

### Dónde comprar

Directorio de afiliados Edenred
























 Busca por nombre



# Finance & Insurance

by Kumi Motors



-  Dashboard
  -  Credito Click
  -  Reporte de Financiamiento
  -  Reporte de Financiamiento
  -  BBVA
  -  Cetelem
  -  Financiera
  -  Consultores de Venta
  -  Seguros
  -  Reporte Pago de Pollzas
  -  KIA Trust
  -  All Kia Trust
  -  Web's
  -  Trust
  -  Banco & Financieras
  -  Desembolsos
-  KIA Galerias
  -  KIA Nayarita
  -  Captura Financiamient
  -  Captura Financiamient
  -  Captura Financiamient
  -  Captura Financiamient
  -  Mantenimient













Search




- General
- DashBoard Gonzalez
- DashBoard Pacific
- Corporativo
- Registro Galerias
- Nayarita
- KIA Coliman
- KIA Pacific
- Gasolina Plataforma





RIO	FORTE	NIRO	SOUL	SPORTAGE
 \$760.00	 \$840.00	 \$840.00	 \$840.00	 \$1,100.00
SORENTO	STINGER	OPTIMA	SEDONA	SELTOS
 \$1,240.00	 \$1,240.00	 \$1,240.00	 \$1,275.00	 ?

 KUMI MOTORS

 KIA Galerías ▼


 Instrucciones Galerías


 Encuesta

 Encuesta 2

 Agradecimiento Galerías

 KIA Galerías

 KIA Galerías Report

 KIA Gonzalez Gallo >

 KIA Coliman >

 KIA Pacific >



 KIA Nayarita >

 KIA Brisas >

## ¿Que es Kiosco?



Definición/ Encuesta

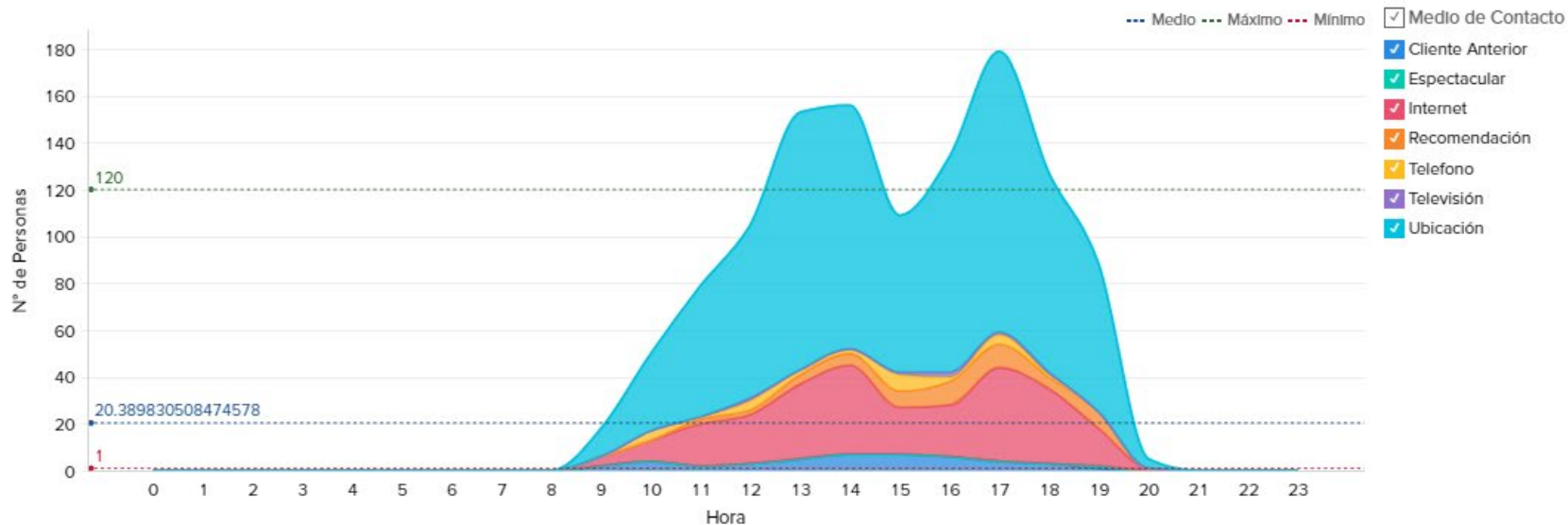
-  KIA Galerías
-  Dashboard
-  N° Demos por Consultor
-  Afluencia Galerías
-  Afluencia Reporte
-  Medio de Contacto
-  Horarios Graficos
-  Unidades Horarios
-  Consultores de Venta
-  Horario Ideal
-  Edades
-  Afluencia Seminuevos
-  Afluencia Seminuevos Re...
-  Medio de Contacto Semi...
-  Horarios Grafico


### Medio de Contacto

Regenerate

Actualizar   Ordenar

Medio de Contacto:     
 Unidad de Interes:     
 Año:     
 Trimestral:     
 Hora:



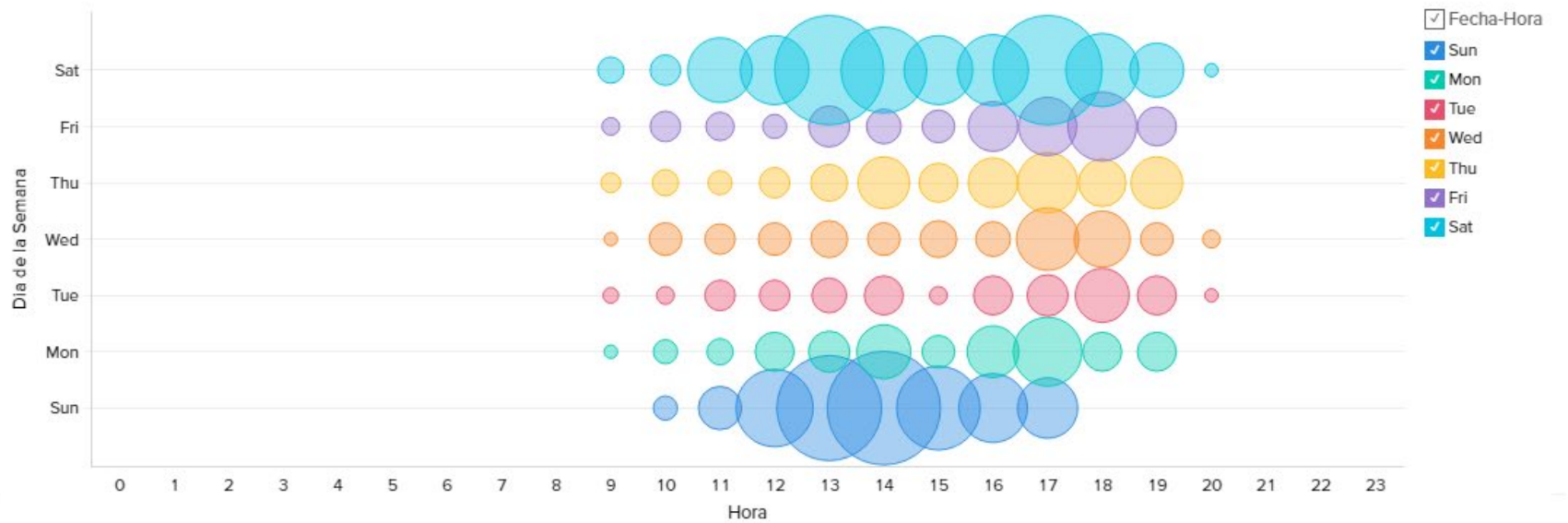
-  KIA Galerias
-  Dashboard
-  Nº Demos por Consultor
-  Afluencia Galerias
-  Afluencia Reporte
-  Medio de Contacto
-  Horarios Graficos
-  Unidades Horarios
-  Consultores de Venta
-  Horario Ideal
-  Edades
-  Afluencia Seminuevos
-  Afluencia Seminuevos Re...
-  Medio de Contacto Semi...
-  Horarios Grafico
-  Unidades Seminuevos/11

### Horarios Graficos

Regenerate

Actualizar   Ordenar

Hora: 
 Dia de la Semana: 
 Unidad de Interes: 
 Trimestral: 
 Años:



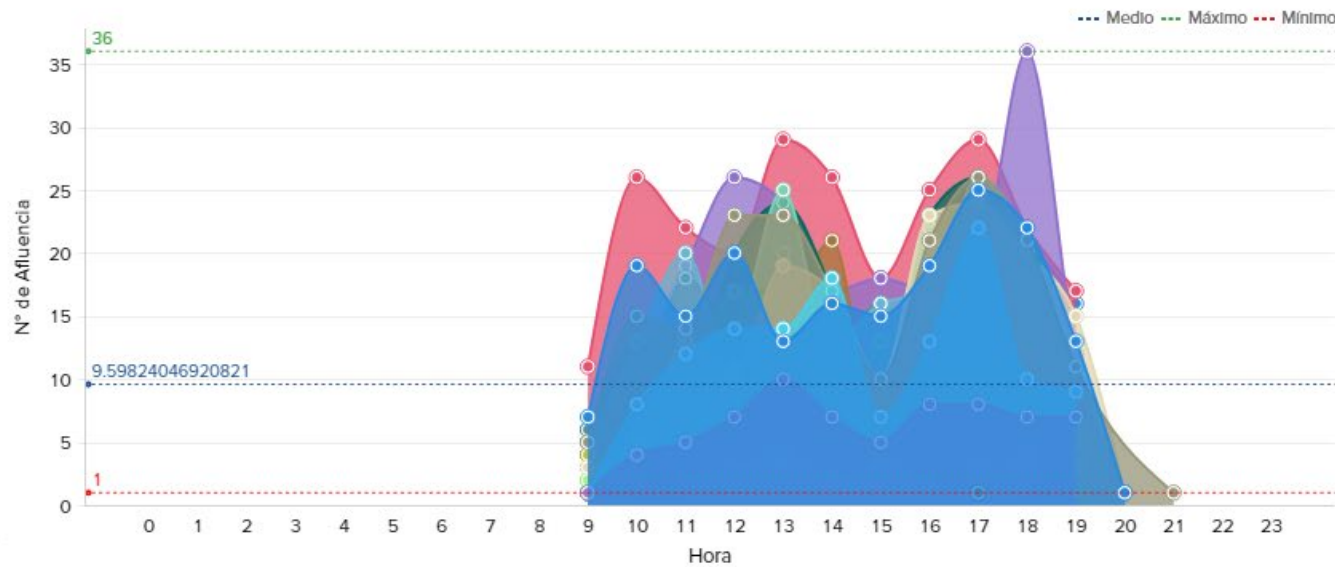
- KIA Galerias
- DashBoard
- Nº Demos por Consultor
- Afluencia Galerias
- Afluencia Reporte
- Medio de Contacto
- Horarios Graficos
- Unidades Horarios
- Consultores de Venta
- Horario Ideal
- Edades
- Afluencia Seminuevos
- Afluencia Seminuevos Re...
- Medio de Contacto Semi...
- Horarios Grafico
- Unidades Seminuevos / U...

### Consultores de Venta

Regenerate

Actualizar Ordenar

Nombre del Consult...: 
 Medio de Contacto: 
 Mes & Años: 
 Departamento:



- Nombre del Consultor
- Aguirre Manzo Manuel Andres
- Avalos Ramos Yesenia
- Avila Gutierrez Karla Alejandra
- Beracoechea Navarro Christian Om...
- Cardona Covarrubias Katia Denis
- Castellanos Vidrio Felipe Emmanuel
- Cortes Valdivia Aldo
- De Leon Rosales Daniel Joshimar
- De Padua Garcia Miguel Angel
- Delgadillo Zuñiga Gabriela
- Estrada Gonzalez Eder Azael
- Figueroa Morales Elsa Lizette
- García Ávila Luis Fernando
- + 21 más...



Indicadores Negocios

Marca Inventario

Información Vehicular

Utilidades

Inventario General

Inventario General

Marcas

Rango de Precios

Utilidad General

Galerias >

Gonzalez Gallo >

Coliman >

Nayarita >

Pacific >

Recusos Base >

### Inventario General



<input type="checkbox"/>	<input type="checkbox"/> Estatus de la Unid...	Marca	Modelo	Año	Version	Color	VIN	Kilom...	Transmisi...	Vestidu
<input type="checkbox"/>	KIA Coliman (24)									
	Disponibile	Honda	CR-V	2016	EXL	Plata	3HGRM4870GG00995	64451	Automatica	Piel
	Disponibile	Honda	CR-V	2016	EXL	Plata	3HGRM4870G00995	64451	Automatica	Piel
	Disponibile	Hyundai	Sonata	2017	PREMIUM	Negro	5NPE34AF0HH482510	35000	Automatica	Tela
	Disponibile	KIA	Soul	2017	SX	Azul	KNDJX3AA1H7418319	27905	Automatica	Piel
	Disponibile	KIA	Sorento	2017	EX PACK	Negro	5XYPH4A51HG242892	53000	Automatica	Piel
	Disponibile	KIA	Sorento	2017	EX PACK	Azul	5XYPH4A54HG245897	51633	Automatica	Piel
	Apartado	KIA	Rio HB	2017	LX	Negro	KNADM5A34H6790324	43873	Manual	Tela
	Disponibile	KIA	Forte	2018	SX	Gris	3KPFN4A75JE155067	34427	Automatica	Piel
	Disponibile	KIA	Sportage	2018	SXL	Rojo	KNDPRCNC3J413810	52000	Automatica	Piel
	Disponibile	KIA	KIA Optima	2018	EX	Blanco	5XXGT4L32JG2051138	11205	Automatica	Piel
	Disponibile	KIA	Niro	2018	EX	Rojo	KNDCC3LC3J5136493	21545	Automatica	Piel
	Disponibile	KIA	Rio HB	2019	ex	Azul	3KPA35AC4KE142217	15535	Manual	Tela
	Disponibile	KIA	Sedona	2019	EX PACK	Blanco	KNDMC5C21K6520260	2475	Automatica	Piel
	Disponibile	KIA	Rio HB	2019	EX PACK	Rojo	3KPA35AC8KE203116	12880	Automatica	
	Disponibile	KIA	KIA Optima	2019	SXL	Blanco	5XXGV4L23KG330494	2360	Automatica	

Showing 297 of 297

Show Summary



# About us

Running a business is no mean feat, and we believe we can help. At Zoho Creator, we've always worked towards a single 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 prebuilt apps and modify them. Just sign up, pick a plan, and start building!

