

Centralising Customer Feedback Management with Zoho Forms

CUSTOMER OVERVIEW

Nina Percept Pvt. Ltd., a subsidiary of Pidilite, operates in the turnkey waterproofing industry, with approximately 700 employees. The organisation previously relied on Google Forms to collect customer feedback. However, managing and accessing feedback across different submissions in a centralised manner was challenging. To address this requirement, the company implemented Zoho Forms to streamline feedback collection and establish a more organised approach to customer feedback management.

Locations
Mumbai, India

Industry
Turnkey Waterproofing

Application Replaced
Google Forms

Product Implemented
Zoho Forms

Project
Zoho Forms Implementation

Employee Count
700

AGSuite
Empower Your Success

Zoho Premium Partner

BUSINESS CHALLENGES

1. Fragmented Feedback Collection: Customer feedback collected through Google Forms lacked a centralised approach to information management.

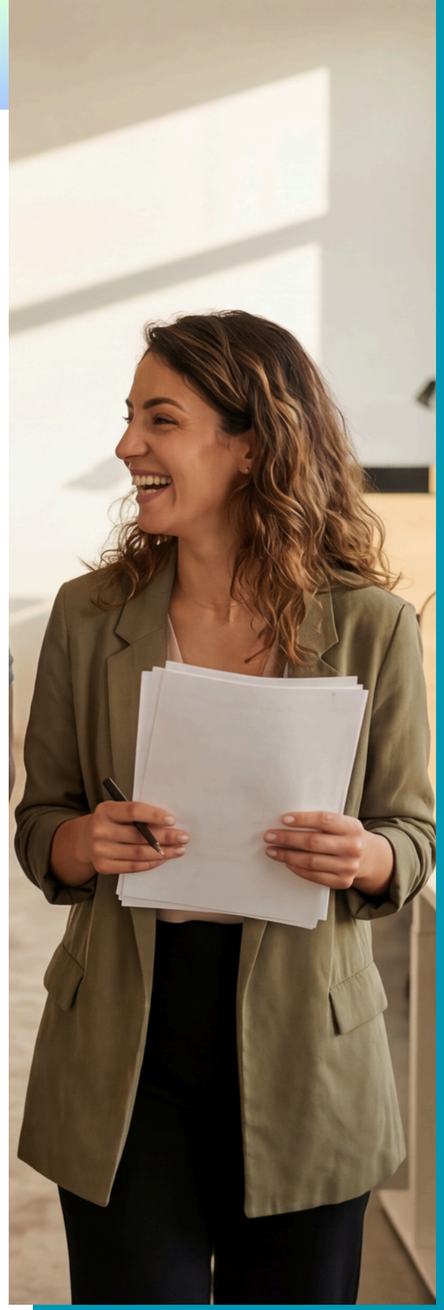
2. Scattered Feedback Data: Managing feedback submissions across different records made it challenging to maintain organised customer information.

3. Lack of Centralised Information: The organisation faced difficulties accessing and managing customer feedback through a unified platform.

4. Limited Feedback Visibility: The existing process created challenges in maintaining an organised view of customer feedback submissions.

5. Feedback Management Challenges: The organisation required a more structured approach to collecting, organising, and maintaining customer feedback.

6. Need for Unified Data Management: A dedicated platform was required to consolidate feedback information and improve overall data accessibility.



SOLUTION IMPLEMENTED

AGSuite Technologies implemented Zoho Forms to establish a centralised customer feedback collection system, replacing the existing Google Forms-based process.



1. Zoho Forms Implementation: Introduced Zoho Forms as a dedicated platform for collecting and managing customer feedback.

2. Centralised Feedback Collection: Established a unified approach to collecting customer responses through structured digital forms.

3. Organised Feedback Management: Enabled customer feedback submissions to be maintained in a more structured and accessible environment.

4. Digital Feedback Collection: Transitioned from the existing Google Forms platform to Zoho Forms for managing feedback collection activities.

5. Unified Information Management: Established a centralised platform to organise customer responses and improve feedback data accessibility.

6. Streamlined Feedback Process: Created a more structured approach to capturing and managing customer feedback through a dedicated forms solution.

BUSINESS IMPACT/KEY BENEFITS

- **Centralised Feedback Management:** Established a unified platform for managing customer feedback.
- **Improved Data Accessibility:** Made customer feedback information easier to access and organise.
- **Structured Feedback** Collection: Standardised the digital process of collecting customer responses.
- **Reduced Data Fragmentation:** Brought feedback submissions into a more organised management environment.
- **Improved Information Visibility:** Enabled better accessibility of collected customer feedback.
- **Streamlined Data Management:** Simplified the overall approach to maintaining customer feedback records.

WHY AGSUITE TECHNOLOGIES

AGSuite Technologies delivered a tailored Zoho Forms implementation aligned with Nina Percept's customer feedback management requirements. By transitioning from Google Forms to Zoho Forms, AGSuite helped establish a centralised and structured feedback collection environment. The solution focused on improving data organisation, accessibility, and the overall management of customer feedback submissions.

CONCLUSION

The Zoho Forms implementation enabled Nina Percept Pvt. Ltd. to transition from its existing Google Forms-based process to a more centralised feedback management platform. By establishing a structured approach to digital feedback collection and information management, the organisation gained a unified environment to maintain customer responses, improve data accessibility, and streamline feedback management.

AGSuite
Empower Your Success

ZOHO
Zoho Premium Partner