

A blurred background image showing several industrial-grade thermal printers lined up in a row, suggesting a manufacturing or distribution environment.

Zoho Cliq helps Edifice Technologies double productivity with faster resolution

Key challenges

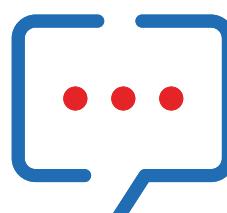
Disjointed communication across WhatsApp, email, and Slack led to delays, missed updates, and poor collaboration between on-field and internal teams.

Solution

Zoho Cliq unified all communication with instant messaging, video calls, channel-based discussions, and deep integration with Zoho CRM and Desk.

Results

- 2X increase in productivity
- 90% reduction in internal emails
- 5X faster issue resolution



**Zoho
Cliq**

The company

Edifice Technologies is a Mumbai-based tech company that sells and services computers and peripherals. Edifice Technologies specializes in printers and scanners, and offers a range of product-related services, such as AMC, rentals, facility management, managed print solutions, document management, scanning, and project management.

Industry

**Printing
solutions**

Location

India

Type

B2B

The challenge

Siloed communication and delayed responses

Edifice Technologies struggled with communication gaps, siloed functions, and delayed issue resolution due to a lack of active, daily collaboration across departments. Its primary communication tools all had limitations:

WhatsApp mixed personal and work conversations, email made it hard to flag important conversations, and Slack lacked proper integration with the Zoho ecosystem. These issues caused major inconveniences, leading the company to search for a communication tool that could bridge the gaps and connect its on-field with the rest of the teams.



The main requirements for this communication tool included reminders, project and team management, video calling with a whiteboard for brainstorming, and a unified platform for collaborating with external vendors and service providers. Just as important was integration with a proper support management solution and lead management tools to accelerate issue resolution. An extensive integration with Zoho CRM and Zoho Desk was also at the top of the list.

The solution: Zoho Cliq

In 2019, Edifice Technologies found an ideal alternative to WhatsApp, email, and Slack in Zoho Cliq.

Increased accountability

Zoho Cliq helps team members stay actively engaged during discussions and take timely action when needed. This makes their work smoother, more systematic, and accountable. It also gives hybrid teams a unified communication hub where they can easily seek support and arrive at resolutions.



"Zoho Cliq's instant messaging, meetings, and audio/video calls have become indispensable tools for efficient communication."

Prashant Mane
Sales manager



When more in-depth discussions are needed, Zoho Cliq's seamless shift to audio or video calls eliminates the delays associated with scheduling separate meetings

Prashant Mane
Sales manager

Sublime calling experience

Meetings in Zoho Cliq are a big value addition to Edifice Technologies' communication. The entire calling experience is smooth, from clear connections to effortless whiteboard discussions. Team members can also take notes during meetings and share them later on as action points.

Robust integration with Zoho CRM and Zoho Desk

The key advantage of using Zoho Cliq for business communication is its seamless integration with Zoho CRM and Zoho Desk. Edifice Technologies can effortlessly manage CRM and Desk information right from Cliq, allowing on-field teams to quickly access necessary information and expedite query resolution from wherever they are.

What Edifice Technologies loves about Zoho Cliq



- Ease of reporting through messages
- Team meetings: daily, weekly, every other week, monthly
- External vendor communications
- Follow-up reminders
- Centralized document repository



Zoho Cliq's channels offer a major benefit to team communication by providing organized spaces for specific topics. In a billing and overdue follow-up department, this structure improves efficiency. Dedicated channels like Billing and Receipts, Outstanding Status, and Payment Confirmations centralize discussions.

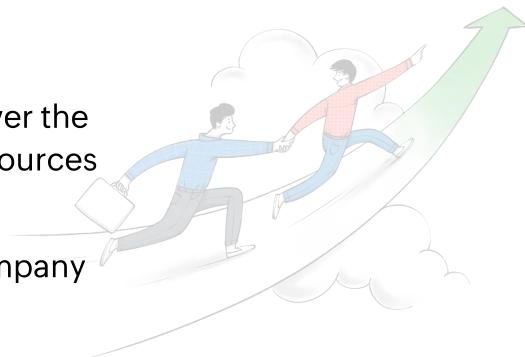
Sonali More
Accounts Department



Results

Business outcomes

- Edifice Technologies has seen a **2X increase in productivity** over the past five years, as the on-field team has instant access to all resources through Cliq—without even stepping into the office.
- With Cliq at the center of their internal communication, the company has also experienced a **90% drop in internal emails**.
- Issue resolution has also become **5X faster**, thanks to instant message access and a 24-hour limit for taking action.



BC

Sharing documents and tracking progress within these channels becomes more straightforward. The clear separation of topics reduces the time spent searching for information and minimizes the risk of overlooking important details. For the accounts team, this helps improve productivity and provides clarity in daily operations.

Sonali More
Accounts Department



About Zoho Cliq

Zoho Cliq is business communication software that simplifies and streamlines internal communication with organized conversations and easy-to-find information.

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