




Hi there 🙌

We've got a loaded question for you: What do you think makes a company great and not just good?

For us at Zoho, it comes down to how we chose to lay the foundation. We've always believed software should go beyond transactions to create a lasting impact. In this episode of [The Long Game Dialogues](#), Rajendran Dandapani, our director of technology, throws light on how we build our culture brick by brick and focus on values that stand the test of time.

Now, onto our big news: We've recently launched Zoho TouchPoint to enhance networking through digital touchpoints like NFC cards, digital cards, QR codes, and more. Users can even record interactions in a consolidated database, evaluate and push data to apps like [Zoho CRM](#) for conversions. [Apply for early access](#), explore the app, and share your thoughts with us. 😊

Check out our new product updates and feature releases for August below—exciting takeaways await!






Until next time,  
Nivitha and the Zoho team





### Marketing Launchpad India 2025 is here!

 Take your next leap in marketing at the [Marketing Launchpad workshop](#), where the brightest minds in your city come together to tackle challenges in AI-powered chatbots, email marketing, CRO, and more. Learn, connect, and exchange ideas that could spark your next big move!


### Automation features for a smoother workday

-  Repetitive support tasks can slow you down. That's why we've introduced the [Zoho Assist–Zapier integration](#). With this, users can now connect thousands of apps, eliminate manual work, and keep workflows moving without a single line of code.
-  Qntrl PowerActions automates cross-platform workflows from Blueprints and Business Rules. [Connect to 500+ apps](#), including Salesforce, Jira, and GitHub, without custom code or maintenance overhead.
-  Already using [Begin's Booking Pages](#)? Now, whenever a customer books an online demo, class, or meeting, a Zoom or Zoho Meeting link is [auto-generated](#).

### Latest AI upgrades to Zoho apps

-  Replying to every customer query can be tricky, but [Zoho SalesIQ's Answer Bot](#) makes it easier with Zia's GenAI capabilities. It can now generate conversational, to-the-point answers to prospect or customer questions by scanning your knowledge base articles and FAQs.
-  [Draft business documents in seconds](#) using AI in Zoho Sign. Compose agreements from scratch right within the app, and send them for signatures instantly.

### A more secure way to sign in

-  Passwords alone aren't enough to protect your data. Zoho Vault now supports [passkey management](#) across the web, extensions, and mobile. Store, share, and manage passkeys in one encrypted space alongside passwords.

### Bringing teams closer with language support

With Zoho FSM now expanding its support to [25 languages](#), users can deliver exceptional field service experiences in their preferred language. And for seamless collaboration, Zoho Cliq is now available in [Traditional Chinese](#), connecting teams across Taiwan, Hong Kong, and beyond!




And that's all from us today. Your inputs have always been invaluable to us; we'd love for you to access our new features, take them for a test run, and ping us if you have any feedback. We're always listening! 🙌

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