**About Prodify**  
Prodify helps Indian small businesses (SMBs) streamline their daily work, reduce manual effort, and automate key business processes—without needing a tech team.  
We specialize in helping non-tech founders simplify operations and boost productivity using tools they already have.

**Core Services**

**1. Lead Management & Sales Automation**  
→ Capture leads from website, WhatsApp, or forms  
→ Store and track in Google Sheets or CRM  
→ Get auto-reminders to follow up  
→ Send WhatsApp/email follow-ups with one click  
→ See all leads and their status in one view

**2. Operations Workflow Automation**  
→ Create simple checklists for team tasks  
→ Assign work automatically  
→ Get alerts if tasks are delayed or skipped  
→ Use tools like Notion or Trello to track work

**3. Follow-Up Reminder System**  
→ Daily WhatsApp or email reminders for pending follow-ups  
→ Team updates on overdue or missed calls  
→ Easy setup with Google Sheets + calendar integration

**4. Founder’s Digital Assistant (Custom GPT)**  
→ Train a private ChatGPT on your business knowledge  
→ Answer team or client queries instantly  
→ Auto-draft replies to common requests  
→ Keep track of decisions and tasks delegated by the founder

**5. HR & Training Automation**  
→ Collect resumes via forms  
→ Share training content with tracking  
→ Take feedback from interviewers and trainers  
→ Automate follow-ups with candidates or staff

**6. Custom GPT Tools for SMBs**  
→ Build a smart GPT tool for internal use  
→ Examples:

* "Product info GPT"
* "Sales reply GPT"
* "Policy & SOP search GPT"  
  → Available 24x7 to your team or clients

**7. Client Onboarding & Feedback**  
→ Send automated welcome messages  
→ Share onboarding steps/checklists  
→ Ask for feedback post-delivery  
→ View feedback and ratings in one place

**8. Dashboard & Reporting Automation**  
→ Auto-generate daily/weekly performance reports  
→ Share summaries via WhatsApp or email  
→ Dashboards using Google Sheets or Notion

**Tools We Use**

* Google Sheets & Google Drive
* Notion / Trello / ClickUp
* Make.com / Zapier (for automation)
* Freshsales / Zoho (optional)
* ChatGPT (Custom GPTs)
* WhatsApp Business API (via Twilio or Interakt)
* Google Forms / Typeform
* Google Calendar / Calendly

**Who It's For**

* Non-tech founders of SMBs
* Service-based businesses, training centers, wellness clinics, real estate, coaching, agencies
* Teams between 5 to 100 people
* Businesses struggling with manual work, no systems, or delayed follow-ups

**Prodify’s Promise**  
We don’t sell software.  
We set up systems that actually get used.  
Simple. Affordable. Practical.

**Case Study 1: Education Franchise (Beauty & Wellness Training)**

* **Challenge:** Leads were coming in from ads, but only a few got follow-up calls. Sales teams were missing out due to manual WhatsApp outreach.
* **Action:** Prodify set up a WhatsApp-integrated chatbot that responded instantly, captured details, and nudged the counselor daily with fresh lead reminders.
* **Result:** Lead conversion rate improved by **32% in 3 months**, with **no extra ad spend**.

**🔹 Case Study 2: B2B Manufacturing Supplier (Industrial Tools)**

* **Challenge:** Founder was spending 4–5 hours weekly guiding team on pricing, follow-ups, and quoting. Felt stuck in operations.
* **Action:** Prodify built a Custom GPT trained on the founder’s quoting logic, pricing sheets, and response templates. Team now uses it daily for decisions.
* **Result:** Freed up **20+ hours/month** of founder bandwidth; quoting errors dropped to nearly zero.

**🔹 Case Study 3: D2C Apparel Brand (Ethnicwear)**

* **Challenge:** Email campaigns were inconsistent and generic. Small team couldn’t scale outreach for reseller program.
* **Action:** Prodify implemented a Make.com workflow that pulls lead data and sends **personalized cold emails** using ChatGPT.
* **Result:** Outreach scaled to **200+ emails/day** with a 2x increase in response rate, enabling **40 new reseller signups** in 60 days.

**Case Study 4: Chartered Accountancy Firm (SME Clients)**

* **Challenge:** Manual task tracking led to missed client deadlines, especially during GST and audit season.
* **Action:** Prodify implemented a **no-code task management system** with auto-reminders using Google Sheets + WhatsApp + Make.com.
* **Result:** On-time filing improved by **35%** and team coordination became real-time—**without buying a new software**.

**🔹 Case Study 5: Real Estate Brokerage (Mid-Sized Local Firm)**

* **Challenge:** Sales team was using WhatsApp and Excel to track leads. No system to follow up or track conversion stages.
* **Action:** Prodify deployed a **simple CRM-like solution using Google Sheets** integrated with lead forms, WhatsApp follow-ups, and status dashboards.
* **Result:** Reduced lead leakage by **over 50%**, and deal closure time went down by **20+ days**.

**🔹 Case Study 6: Online Coach (Business Coaching for Solopreneurs)**

* **Challenge:** Founder was manually responding to Instagram DMs, emails, and WhatsApp—no system for qualifying leads or scheduling.
* **Action:** Prodify created a **central intake form**, auto-qualified leads, and connected it to Calendly + WhatsApp via automation.
* **Result:** The coach got **15 qualified consults/week** on autopilot and saved **8+ hours weekly** from repetitive DMs.

**Common SMB Needs & How Prodify Solves Them**

(AI Consulting for Non-Tech Indian Founders)

**✅ 1. “I don’t understand what AI actually does.”**

**Prodify Explains:**  
We simplify AI—no jargon. Through real examples and a free **AI Readiness Assessment**, we show how AI can apply to *your* business.

**Your Win:**  
You understand where AI fits in and feel confident taking the first step.

**✅ 2. “AI sounds too expensive and complex for my business.”**

**Prodify Approach:**  
We recommend budget-friendly tools—free, open-source, or pay-as-you-grow options. No unnecessary tech or long contracts.

**Your Win:**  
Affordable, step-by-step automation that pays for itself.

**✅ 3. “Where do I even begin with AI?”**

**Prodify Approach:**  
We build a **phased roadmap**—start small, prove impact, scale gradually. You'll never feel overwhelmed.

**Your Win:**  
Clear direction and confidence with each milestone.

**✅ 4. “My team will resist new technology.”**

**Prodify Approach:**  
We include your team early, offer bite-sized training, and make sure every tool we use is beginner-friendly.

**Your Win:**  
Your team adapts faster and sees AI as an ally, not a threat.

**✅ 5. “I already have systems—will AI even fit in?”**

**Prodify Approach:**  
We integrate AI with your existing tools using APIs and no-code connectors like Make.com or Zapier. No need to throw anything away.

**Your Win:**  
Smooth, zero-disruption upgrades to your existing workflows.

**✅ 6. “I want to make smarter decisions using my data.”**

**Prodify Approach:**  
We set up simple dashboards, AI-assisted reports, and help you track the right business metrics.

**Your Win:**  
You make faster, better decisions based on facts—not guesswork.

**✅ 7. “Customer service is eating up too much time.”**

**Prodify Approach:**  
We deploy AI-powered chatbots and automated WhatsApp responses that handle common queries 24/7.

**Your Win:**  
Instant, professional support without hiring more people.

**✅ 8. “My internal operations are inefficient and time-consuming.”**

**Prodify Approach:**  
We audit your repetitive tasks and automate them using cost-effective tools.

**Your Win:**  
Less manual work, fewer mistakes, and more time for what matters most.

**🔧 Prodify’s Ready-Set-AI™ Framework**

*A Founder-Friendly System to Modernize Without the Overwhelm*

We don’t throw jargon or dashboards at you. Our framework is designed for Indian SMBs run by non-tech founders who want **clarity, not complexity**.

**✅ Step 1: Ready – Assess What’s Real**

We begin with an AI Readiness Check:

* Where are you wasting time?
* Which manual tasks are draining your team?
* What tools are already in place?

This helps identify 1-2 areas where automation can give **quick wins** without disrupting your team.

**✅ Step 2: Set – Build a Simple Roadmap**

You’ll get a clear, no-fluff plan:

* Which workflows to automate first
* What tools to use (free or affordable)
* Who on your team needs to be involved

This roadmap prioritizes **ROI**, not shiny software.

**✅ Step 3: Go – Start Small, Win Fast**

We implement one automation or AI use case that:

* Saves hours/week
* Works with tools you already use (e.g., Sheets, WhatsApp, CRM)
* Is fully tested and adopted by your team

Once you see results, we **scale responsibly** to the next use case.

**🧠 What Makes This Different?**

* **Built for SMBs** — No IT team needed
* **No guesswork** — Start with data, not hype
* **Team-first** — We train your people as we build
* **Action-focused** — Roadmaps become real outcomes in weeks, not months

**⚙️ Prodify’s Ready-Set-AI™ Framework**

**A Practical System to Bring AI into Your Business—Without Tech Teams or Jargon**

Most Indian SMBs still run on WhatsApp, Excel, and manual approvals. We don’t ask you to “go digital” overnight. We help you modernize one workflow at a time—profitably.

**🧩 Step 1: READY – Find What’s Holding You Back**

We begin with a **free AI Readiness Check** to identify:

* Where you're losing time (e.g., lead follow-ups, missed reminders, manual data entry)
* What you're already using (e.g., Google Sheets, Tally, WhatsApp)
* Quick wins we can unlock without touching your core business model

🧠 *Example:* A Punjab-based coaching centre was tracking leads manually. We helped automate WhatsApp follow-ups—result: 3x faster conversions.

**🧭 Step 2: SET – Build a Simple, Affordable Roadmap**

We plan around **your business reality**:

* Automate just 1-2 key tasks (e.g., invoice reminders, inquiry response, stock alerts)
* Use affordable tools (Make.com, Zoho, Google Workspace)
* Get your team onboard (even if they’re not tech-savvy)

🧠 *Example:* A Delhi-based distributor wanted automated invoicing but feared complexity. We synced Zoho Books and WhatsApp. No new software needed.

**🚀 Step 3: GO – Show Results Fast, Then Expand**

We implement your first automation end-to-end:

* One workflow live in 2–3 weeks
* Full team training included
* Support for tweaking and refining over time

Then we look at what’s next—*only if you see results.*

🧠 *Example:* A Jaipur salon automated appointment reminders and upsell messages. No-shows dropped by 40%. Next up: payment follow-ups.

**Why Indian SMBs Trust This Method**

* **Built for Bharat:** Works for service businesses, distributors, training institutes, and retailers
* **No jargon:** We don’t sell tech. We solve everyday problems
* **Low-risk:** Start with free tools; no big investments upfront
* **Team-first:** We help your staff adopt AI, not fear it