



# **SERGAS Group improves workplace communication and collaboration with Zoho Connect**



Company Name  
**SERGAS Group**

Industry  
**Oil and gas**

Number of employees  
**700+**

Industry type  
**B2B, B2C**

# The company

SERGAS Group has long been at the forefront of delivering tailored gas solutions to industrial, commercial, and residential customers. Initially specializing in gas system design, engineering, and distribution, the company has expanded its offerings to include emergency operations, gas metering, billing, and fire safety systems.

With a strong presence across the UAE, KSA, Oman, Tunisia, and Djibouti, SERGAS Group has continually adapted to industry demands, integrating advanced technologies with its operations to enhance efficiency and reliability. In alignment with the UAE's Net Zero 2045 vision, the company has expanded into renewable energy, promoting cleaner and more sustainable solutions.

As its workforce grew, SERGAS needed a platform to streamline communication, improve task management, and enhance collaboration across departments.

# The challenge

Operating across multiple regions and departments, SERGAS faced difficulties with internal communication and task coordination. Without a centralized platform, employees struggled to collaborate, owing to disconnected interactions and limited visibility into project progress. Managing customer service follow-ups was also inefficient, causing delays in handling B2C inquiries.

To improve communication, enhance collaboration, and simplify task tracking, SERGAS needed a structured, user-friendly solution.



# The solution

SERGAS adopted Zoho Connect to address these challenges, gaining a unified space for communication, task management, and collaboration. The platform significantly improved two key areas: internal communication and task management. To improve communication, enhance collaboration, and simplify task tracking, SERGAS needed a structured, user-friendly solution.



# Bridging communication gaps



**We are using Zoho Connect to communicate between the people.**

**Noorul Huq,**

Group IT Manager,  
SERGAS

Clear communication is essential for any business, and Zoho Connect helped SERGAS transform how employees interacted. By implementing Zoho Connect as its primary communication tool, the company ensured that all employees—from office teams to frontline staff—remained connected.

Real-time updates and discussions eliminated communication barriers, enabling smooth information sharing between departments and field staff.

With quick access to discussions, shared knowledge, and company-wide updates, employees could make informed decisions faster, improving overall organizational efficiency.



# Streamlining task management

One of the key features that transformed operations at SERGAS was Zoho Connect's task board. The tool allowed employees to assign tasks, set deadlines, and establish priorities with ease. Managers could track progress, ensuring accountability across departments. Task dependencies provided clarity on workflows, preventing bottlenecks, while features like file attachments and reminders helped employees stay on track. By providing a clear overview of project timelines and responsibilities, the task board became an essential part of daily operations.



**We have insight into what's happening, which tasks are pending, and all the steps required to achieve a goal.**

**Noorul Huq,**

Group IT Manager,  
SERGAS



# Impact on customer service

One of the biggest operational challenges for SERGAS was tracking B2C customer service follow-ups. Before Zoho Connect, there was no system to monitor customer subscriptions and connections efficiently.

With Zoho Connect, SERGAS quickly set up a system to track pending and completed follow-ups. This provided insights into customer service operations, improving accountability and ensuring tasks were completed on time. The increased transparency helped teams collaborate more effectively, enhancing the overall customer experience.



**I'll definitely recommend Zoho Connect to any type of business, big or small, wanting to help its employees collaborate across teams.**

**Noorul Huq,**

Group IT Manager,  
SERGAS



# Benefits and ROI

The implementation of Zoho Connect delivered significant improvements across SERGAS' operations, including:

**Increased transparency** in task tracking, reducing inefficiencies and missed deadlines.

**Seamless communication**, minimizing misunderstandings and improving organization-wide alignment.

**Improved productivity**, as employees had clear visibility into their responsibilities.

**High adoption** due to user-friendly and cost-effective tools, making Connect a valuable investment.



**Three words define Zoho Connect: It's easy, efficient, and affordable.**

**Noorul Huq,**  
Group IT Manager,  
SERGAS

# Looking forward

SERGAS continues to leverage Zoho Connect to strengthen internal collaboration and refine its workflows. The company remains committed to improving employee engagement, enhancing operational efficiency, and using technology to stay ahead in the industry. With Zoho Connect as a key part of its strategy, SERGAS is building a more connected and productive workplace, ensuring smoother operations and stronger workplace relationships in the future.





**Get started with Zoho Connect today**

and build a connected, thriving workplace  
that drives your organization forward.

**Want to learn more about how we can help you?**

**Reach out to us!**

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