



Implementing Zoho solution for over 12 years



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Our partner

Frances Blackie, the director of FWRD, has been a Zoho Partner for 12 years, and has a background in real estate and fashion. Despite having a varied work history, all of her experiences connect to sales and marketing, which is the cornerstone of what FWRD does. Her friends describe her as super organized, which has translated well into her passion for streamlining and organizing businesses using Zoho.

The name FWRD (Frances Williams Rewarding Databases) was established in 2012 by Frances, with her husband joining her a few years later. They operate in the UK and Australia and split their time between the two. The growing team of 16 is based in Tacloban City, Philippines, and are split across development, quality assurance testing, and project management.

Team members work exclusively with Zoho software, allowing them to stay on top of all the latest feature releases and updates. Along with their expertise in Zoho, the team specializes in a range of different programming/scripting languages—including Zoho Deluge/Zoho Creator, JavaScript, and PHP—and are experienced in working with Laravel, AWS, and Digital Ocean.



The challenges

In the beginning, FWRD worked exclusively with micro businesses, while earning their stripes. The projects were always diverse, which is one of the things Frances likes most about being a Zoho consultant. Over time, as their knowledge and experience grew, so did the size of their projects and the businesses they worked with, although they still come in all shapes and sizes.

They started using Zoho to fill a gap in the market for the small businesses they were working with at the time. CRM still wasn't widely available for SMEs, in part due to the cost. Zoho made it available to everyone by making it so affordable and so simple to use. Before long, they were implementing the software for others.

Creator was a natural progression when they hit a roadblock with the limitations of some of the other products in the Zoho Suite. Once their clients became immersed in the Zoho world, they started to come up with more ideas for other things they'd like to standardize, streamline, and automate. Creator was the answer.

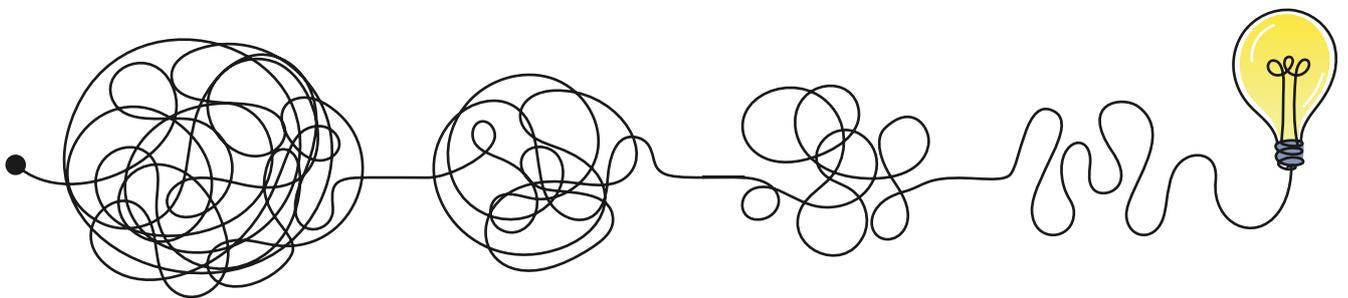


The solution

The company uses Creator to process and manage the data generated in Zoho Projects, relating to their customer projects. The data they generate in Projects is extensive and therefore challenging for their clients to absorb. That's why they've built various applications to sort, filter, and categorize the data, which is then fed into customer-facing reports. Examples of these are time-log summaries, estimated vs actual hours comparison, and project progress reports. Preparing customer reports used to be a painstaking and hugely time-consuming task, but they can now present project data to their clients, on demand, at the click of a button.

FWRD recently built a custom Creator application for a prominent business in the maritime industry who are responsible for the management of three gateway ports throughout Australia. Their requirement was to manage this company's lift permit applications and to generate the permits digitally, which was then being done manually.

Not only was it taking up considerable admin time, but it also exposed them to potential errors or oversight, which posed a significant risk to the business in terms of resource allocation and customer service. Using a combination of Zoho Creator, Zoho CRM, Zoho Writer and Zoho Sign, FWRD streamlined the entire process and automated around 80% of it.



Benefits and ROI

Frances says that FWRD's customers love the intuitiveness of their software the most. It saves their clients a lot of time by filtering, calculating, and converting the data they enter. According to her, their customers appreciate the fact that they only have to enter the data once, after which it flows through the various modules automatically, being utilized in different ways and fulfilling different purposes.

They also mentioned the company's admiration for Creator's ability to integrate with many different applications, including, but not limited to, the Zoho Suite. Frances says that this allows them to push and pull data in real time for use within the Creator apps they build. They noted that this is particularly useful when dealing with inventory and financial data, to ensure that nobody is buying or selling anything they can't deliver.

Additionally, they expressed their fondness for published forms, which allow their clients' customers to engage with the application online, make decisions, and share feedback in real time, with minimal effort.



Implementing Zoho Creator with FWRD has allowed us to reduce the number of staff who process orders and invoices. In total, the ROI on implementing this will be under 18 months and has greatly improved the operational efficiency of the business.

Working with FWRD has changed our mindset to focusing on automation and efficiencies when we build out new processes. Zoho continues to surprise with its broad range of tools and apps.

— Oliver Tadd - Energenie (FWRD customer)



Moving forward

According to Frances, 2023 has started with a bang, and their company has just signed their biggest Creator deal ever! This deal will allow them to combine various aspects of previous Creator projects into a single super app.

Additionally, she said that their company has increased its Creator resources by twofold and is actively training and mentoring new developers who specialize in the product. She shared her excitement about the upcoming projects in their pipeline and the prospect of implementing Creator for many more businesses that are prepared to invest in automation and efficiency.



One of the things we love most about working with Creator is that we rarely have to say 'No it can't be done.' Creator gives us so much creative license to find a way to make our clients wish list a reality.

— Frances Blackie, Founder, FWRD



About us

At Zoho Creator, we've always worked towards a single purpose—empowering users to build functional apps with minimal coding expertise. We've helped **14,000+** brands create bespoke solutions and improve their end-to-end operations across a variety of industries. With over **16 years of experience** in catering to **B2B and B2C organizations**, we have the best tools in the trade to help you improve your business.

You can get started with Creator by visiting our [signup page](#). You can also check out our [prebuilt apps](#) to get started right away.





www.zoho.com/creator

We'd love to talk!
Reach out to us

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