

How Studio 31 automated 37+ processes and saved over 3 hours every day with Zoho Creator



INDEX

About Studio 31	03
The company	05
The challenge	06
The solution	07
Benefits and ROI	17



ABOUT STUDIO 31

Studio 31 is a decade-old, zero-inventory wedding photography and film company based out of Chennai, India.

They've captured over 7,000 events across 41 cities in South India, Singapore, Sri Lanka, and Europe. Their highly skilled team of creative and management professionals have over 200 years of combined experience.

The company has been featured in many leading publications in India, like the Economic Times, The Hindu, Your Story and The New Indian Express, for its unique zero-inventory, zero-capital business model.

Today, after implementing Zoho Creator, Studio 31 is a 100% remote organization after automating over 37 processes from inquiry to delivery.



We were able to eliminate emails by 98% and save up to three hours per day across the organization. This helped us focus more on providing an efficient and effective customer experience that positively impacted the company's brand image in the highly competitive wedding industry in India. We eventually found that people booked us more for the customer experience they got, rather than our creative deliverables. Our customers loved the fact that they'll be able to access all their information through a single dashboard, which gave them complete control over the process and information. Resulting in customer satisfaction and value for the money invested

Pranesh Padmanabhan
Founder - Studio 31

CUSTOMER DASHBOARD

Eliminates email for Studio 31 and its customers by 98%

Covid-19 Alert! All post-production and customer support services may be affected until further notice. Please expect a delay in response and deliverables.

Studio 31

Ravi & Ramya

Business Manager	Contact Person	Contact Number	Email	Booking Date	Order Value
Studio31	Ramya	9999999999	ravi10957@yahoo.com	18-Jan-2021	200000

Event Details

Event Name	Event Date	Add-On	Venue	Event Record Status	Meeting Status
Reception	17-Jan-2021	NA	Chennai	Event details form completed	Meeting Completed
Hindu Wedding Muhurtham	18-Jan-2021	NA	Chennai		

Payment Details

Order Value	Paid Amount	Balance Amount
200000	190000.00	0.00

Album Details

Number of Album	Amount held for Album	Album Payment Status
One Album	0.00	Paid

Account Manager: Joshua()

Office Hours/Support Lines: Monday - Friday (11.00 AM - 6.00 PM)

[FAQ | Production](#)
[FAQ | Post production](#)
[Escalations](#)
[Feedback](#)
[Album Process](#)

Hindu Wedding Muhurtham,Reception

Deliverables	Candid & Traditional Pictures	Traditional Video	Candid Video	Album	Outdoor
Deadline Dates	08-Feb-2021	02-Mar-2021	02-Mar-2021	01-Feb-2021	-
Status	Completed	Completed	Completed	Completed	-
Correction	NA	NA	NA	NA	-
Album Proofing Link	NA	NA	NA	NA	NA
Permanent Pictures Link	Cand - Ramya Ravi - Candid Photos Trd - Ramya Ravi - Traditional Photos	Ramya Ravi - Traditional Video	Ramya Ravi - Candid Video	NA	NA
Approval	NA			NA	NA

90 Days Remaining to collect all your deliverables except album

Note : Contact Account Manager for any Correction

Important Note

The quote value provided by Studio 31 is only valid for 90 days after the event is complete. Hence, you will have to collect all deliverables included the ones with iterations within 90 days of event completion (except albums). If it goes beyond 90 days due to any reason including (for example),

- Delays in providing song lists for candid video and traditional video
- Requesting iterations across all deliverables if any
- Approving the final drafts of all deliverables
- Client not available for long time / non cooperation after event

An additional charge will be applicable. The charges start from INR 10,000/- and will be based on the deliverable, on actuals. Any iterations that are requested beyond 90 days of event completion, will be charged extra.

Interactions with Account Manager

Date	Mode	Type	Query Regarding	Interaction/discussion
18-Jan-2021	Telegram	Outgoing	Hard Disk	7th March 2021: Hard disk was delivered back to client with all their raw and edited files.
18-Jan-2021	Telegram	Outgoing	Hard Disk	February 26th: Client gave the Hard disk to copy their raw files.
18-Jan-2021	Telegram	Outgoing	Traditional Video,Candid Video	February 21st: Client is very happy with the candid and traditional videos sent.
18-Jan-2021	Telegram	Outgoing	Traditional Video,Candid Video	February 20th: Candid videos and traditional videos are sent to client and requested for feedback.
18-Jan-2021	Telegram	Outgoing	Candid Picture,Traditional Picture	January 26th: Client is very happy with the photos shot and the editing done.

THE COMPANY

The recession-proof, \$50+ billion wedding industry in India is highly unorganized, and most photography companies and freelancers aren't able to provide a hassle-free experience throughout their customer's journey. Weddings are a once-in-a-lifetime event and therefore a high stakes environment where one cannot mess anything up.

Studio 31 had the first-mover advantage back in 2010. **Started with zero capital**, Studio 31 has seen tremendous growth and has been able to consistently maintain it. Their unique **zero-inventory model** enables them to capture over **400 weddings every year**, thereby **generating employment for over 3,000+ creative artists from Tier II, III, and non-metros across South India, on a contractual basis.**

While the creative aspect of the profession has seen a huge revolution, the actual business process at its core remains unorganized. Several players who start off well struggle to keep the momentum going, owing to the nature of running an actual production house. There is a fine line that differentiates the other players and Studio 31.

Studio 31 has managed to create an **organized business in an unorganized industry**, by investing in the right technology and focusing on world-class customer experience since its inception.

Being a part of this emotionally driven services industry, the company forecasted well in advance that **weddings are a serious business in India**, and any human error would be costly. This realization was a major turning point in deciding to steer the business and seek refuge with technology. **Besides this, sustainability in the long run would be possible only if the business process was scalable, automated, and tech-driven.**

THE CHALLENGE

It's always perceived that wedding photographers have the best job and it's all fun. However, in reality, it's the most complex service offering in the whole wedding industry because it's the only service that has a very long customer lifecycle—90+ days—and also the riskiest.

For the first few years, Studio 31 was busy building a strong foundation, and it solely focused on the creative aspect of the business, along with great customer service.

From inquiry to delivery, there were more than 37 processes that had to be diligently followed to provide a hassle-free experience for its customers. For Studio 31, everything was smooth initially, when they captured a limited number of weddings. However, as they grew, they lost control over what was happening, and a creative profession turned into an administrative one, with all the hassles that entails.



Data management and accuracy



Expensive human error due to business complexity



Dependency on spreadsheets that had to be manually updated



Updating customers manually resulted in over 46 email threads per customer and staff having to invest over four hours every day in replying to emails



Lack of analytics and reporting

In 2017, they decided to figure out a long-term solution to meet these challenges, and decided that implementing the right technology was the best and only option.

THE SOLUTION

Introducing Zoho Creator

Studio 31 has been a bootstrapped business since inception, and clearly could not afford a custom software service. Initially, they assumed that they could implement one of those readily available CRM solutions on the market, and experimented with over 20 popular CRMs for over six months.

In reality, they couldn't make any of the CRM's on the market work, as their business process was quite unique, and the only solution was to build an ERP or CRM solution from scratch.

This is where Zoho Creator, as a platform, gave them an opportunity to literally build whatever they had in mind, without any restrictions. Studio 31 narrowed down the search to Zoho Creator for a few reasons,



Zoho's motto—"Made in India. Made for the world."—aligned 100% with the company's values.



Creator was extremely affordable and flexible.



Their founder, Pranesh, comes up with random unique ideas every single day, and his developers have always been able to bring his ideas to life with Zoho Creator.



His developers always say, "There's nothing you can't do in Zoho Creator. You just need clarity on what you need."



Zoho Creator has helped us bring clarity and structure to our company's workflow. Our data is now organized across different stages, and fetching real-time reports on the work status of each department has become effortless. As a company, we've saved time because of the use of Zoho Creator. Assigning and managing tasks has never been easier than this.

Aswini Srinivasan

Chief Strategist & Management Consultant

ABOUT STUDIO 31'S APPLICATION

Studio 31 crafted an app that created an online version of its offline processes.

This was essential to achieve growth and scale up business. The application was designed to eliminate emails, ensure fool-proof delivery, have a well-knit customer experience, create a collaborative platform for all the staff and most importantly to save time.

They built numerous modules that are all synced with each other:



FOR SALES AND BUSINESS MANAGERS



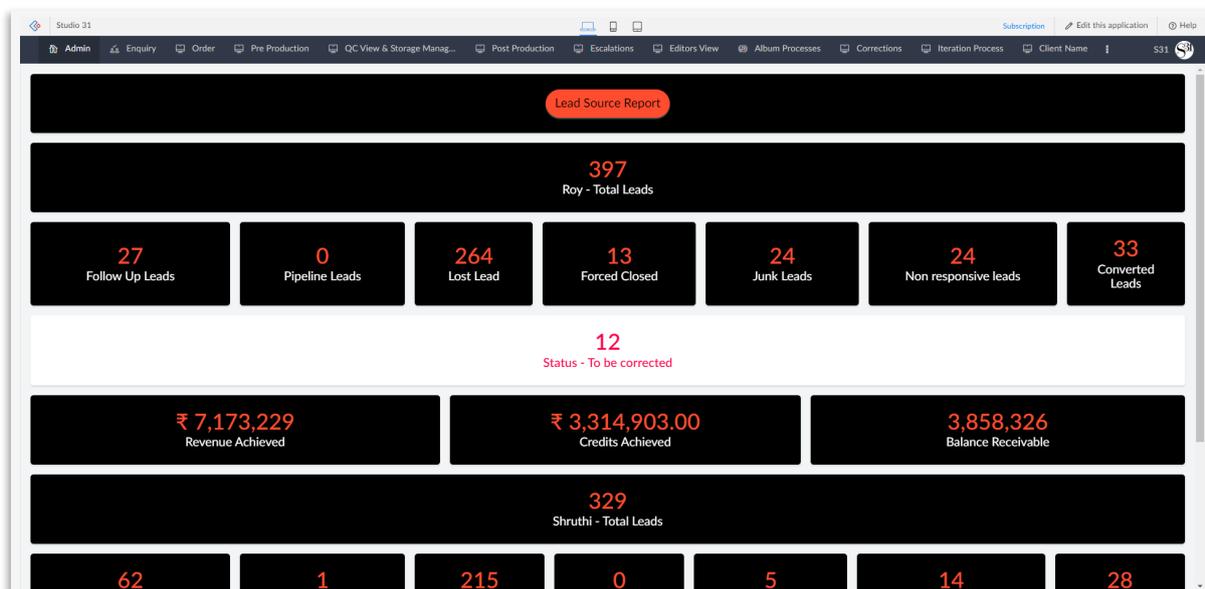
Lead management

- » Automatic lead capturing from various digital channels
- » Assignment; leads are allocated to business managers automatically on a round-robin basis
- » Manual lead scoring with closed-ended metrics
- » Lead prioritization and planning
- » Reports, tracking, and analytics
- » Foolproof lead leakage system
- » Client profile, margin calculator, and approval system
- » Advanced analytics and dashboards



Order management

- » An advanced order form that captures every requirement of the client
 - a) Events
 - b) Locations/venues
 - c) Finalized pricing
 - d) Margin and profits
- » Reports, tracking, and analytics
- » Advanced analytics and dashboards



FOR PRODUCTION MANAGERS



Event details form

- » An advanced form with prefilled details for clients to provide more accurate information about their events
- » Form is synced with the order form, so that there's no discrepancy between the sales and production teams and the client.
- » Options to provide the production team with decor photos, client photos, and more.



Crew member profile and budgeting

- » Pricing, experience, and profile of each crew member is kept in the system, helping the production team allocate the right crew members to each client.
- » Calculation between margin during order conversion and real margin is visible, to assist in making the right decisions.



Crew member allocation and planning

- » Date availability/calendar and scheduling of shoots for each crew member and team
- » Automatic date allocation based on Muhurtham/auspicious dates
- » Built-in limitations for each Muhurtham/auspicious date that keeps managers informed on the number of available slots
- » Export as PDF or print file



Organize meetings and document information

- » Easily provide clients with an appointment calendar for virtually meeting crew members via Zoho Meetings.
- » Create meeting minutes and send them to clients for acknowledgement.

Overview

Date and time of the meeting	18-Jan-2021 06:05:00
Who will be our primary contact from the bride and bride-groom side respectively?	Raj - 7777777777
Client Email ID	
Alternative Email ID	
Names of the meeting participant	Ramya, Ravi, Joshua, Arun, Hari
Are there any special segments of your wedding day that we should be aware of?	Yes
Special part(wedding)	Dance during reception with cousins.
Are you working with a planner? If so, what is their name and contact number?	No
Planner Details	None
Do you have a wedding hashtag?	No
Hashtag Name	None
Do you have any questions about the terms and conditions?	No
Do you understand the difference between all our service offerings?(C,P,T,P,T,V)	Yes
Do you have anything else to share with the team?	Planned for LED TV's in the hall.
Hard Disk	Client side
Other discussion	<ol style="list-style-type: none"> 1. Kindly have any one point of contact from your relatives on the day of the event, a. Ensure that this person coordinates with the family and the crew during the event. b. This person should be the decision maker when the crew has to go for an extra session if it exceeds the time limit discussed 2. The traditional crew will be there as per the given time and the candid photographer will arrive at the venue one hour prior to the given timing and will capture the getting ready pictures and the couple pictures as well. 3. I've shared the photographer's contact via Telegram. Kindly talk to them and let them know of any special mention. 4. Since you have opted only one traditional photographer and one traditional videographer at your wedding, the crew will not be capturing the dining and the crowd pictures. 5. The candid photographer will not be capturing the getting ready pictures since the bride & bridegroom are not getting ready at the venue 6. Kindly accommodate the crew members at the venue or nearest to the venue.
Travel Accommodation	Nil

Event Date and Time

Event Name	Event Date	Event Time(Please fill in this format (00.00 AM -till-00.00 PM))	Venue address with landmark
Reception	29-Jan-2021	05.00 PM - 10.00 PM	Taj Club House, Chennai
Hindu Wedding Muhurtham	30-Jan-2021	06.00 AM - 11.00 AM	Taj Club House, Chennai

Decor & Make-up Details

Events	What is the theme of your decor?-	Tell us more about your theme/decor	Where are the make-up professionals serving the bride?-	Address (Bride)	Where are the make-up pro
Reception	Fresh floral backdrop	Floral decor with white lights	At the event venue	Taj Club House, Chennai	At the event venue
Hindu Wedding Muhurtham	Fresh floral backdrop	Floral decor with white lights	At the event venue	Taj Club House, Chennai	At the event venue

FOR CREW MEMBERS (PHOTOGRAPHERS, CINEMATOGRAPHERS, AND VENDORS)

- » Dashboard to access all event dates with full schedule and client information
- » Export as PDF or print file
- » Accept or reject date(s)/shoots, within a predefined timeline
- » Upload invoices and send for approval
- » Update pricing and send for approval

FOR POST PRODUCTION AND ACCOUNT MANAGERS



Order management

- » Forecast and plan the post-production process for all clients
- » Auto-assign editors based on availability and work schedule
- » Set deadlines and provide feedback
- » Track, manage, and analyze work progress
- » Get alerts and timely information to avoid delays and escalations.
- » Predictive analysis helps plan busy wedding seasons proactively



File management

- » Assign tasks and set deadlines for the server team to provide files to the editors
- » Track, manage, and analyze work progress
- » Get alerts and timely information to avoid delays and escalations
- » Predictive analysis to help proactively plan very busy wedding seasons



Client interactions

- » Easily update all information directly to client dashboard
- » Automatically or manually trigger reminders to clients for cooperating with editors
- » Capture all offline communications onto the dashboard via a simple interface



Advanced analytics and reporting

- » Powerful dashboards to track and measure over ten key performance indicators
- » Automated error reporting tools
- » Measure performance and client history in a single click

General Information				Shoot Information				
Client Name	Jayashree and Krishnamurthy			Event	Deliverables & Crew Members		Add-ons	
Mobile Number	9916142030			viratham	1TP + 1TV			
Email ID	shree1.java@yahoo.co.in			Engagement	1TP + 1TV			
Client ID	S31-455(jayashree - Krishnamurthy)			Seetha Kalyanam	1TP + 1TV			
Business Manager	Shruthi			Reception	1CP + 2TP + 2TV			
Production Manager	Roy			Hindu Wedding Muhurtham	1CP + 1CV + 1TP + 2TV		Live Web Telecast,Helicam	
Account Manager	Anusha Ramesh			Nalangu	1TP + 1TV			
Month of Event	January							
Year of Event	2021							
Type of Event	Brahmin							
Location (City, State)	Chennai							
Venue(s)	Rajalakshmi Kalyana Mnadap, Velachery							
Booking Information				Production Data				
Description	Date	Amount	Delay (In Days)	Description	Name	Invoice Value	Payment Status	Escalation
Enquiry Date	28-Aug-2019	-	-	Traditional Vendor	Vinoth	48000.0	Not Paid	-
Booking Date	01-Oct-2019	-	-	Candid Photographer	Yogesh	14000.0	Not Paid	-
Total Order Value	-	250000	-	Candid Cinematographer	Hari	15000.0	Not Paid	-
Margin	-	25174	-	Helicam Service Provider	-	-	-	-
Fixed Cost during booking	-	161150	-	Live Telecast Provider	-	-	-	-
Advance 1 Paid	-	150000.00	-					

Album design + Print (2020)		Album design + Print (2019)	
Album Status	Count	Album Status	Count
Delivered	29	Delivered	171
Clients who are yet to pay	54	Draft Sent for approval	6
Allocated	36	WIP Draft Iteration	5
NA	3	Printing in process	2
Printing in Process	1	Yet to give list (Paid)	5
Sent to approval	1	NA	2
	4	Printed - Yet to deliver	12
Work Started	2	Total	203
Yet to Allocate	9		
Total	130		
Album design + Print (2021)			
Album Status	Count		
Clients who are yet to pay	28		
Draft in Process	2		
Printing in Process	1		
NA	3		
Yet to Allocate	1		
	1		

FOR EDITORS, COLORISTS, DESIGNERS AND SERVER MANAGERS

- » View work schedules 30 days in advance
- » Mark statuses for tasks
- » Provide feedback about file quality and scope for improvement
- » Log time and activity on a daily basis
- » Request additional time from account manager
- » Escalate challenging tasks to account managers
- » Automatically or manually trigger reminders to clients for cooperating with editors
- » Track, manage, and analyze work progress

Client Name	Start	Completed	Delivered	Work Assigned	Task Name	Serial No.	Task Type	Deadline	Additional Details regarding task	Task Start
S31-553(Veena -Deepak)	Start	Completed	Delivered	Joshua	Client HDD	6993	Files for client (HDD)	12-Nov-2020	Client yet to give address	24-Nov-2020
S31-508(Vigneshwari -Dinesh)	Start	Completed	Delivered	Roy	Client HDD	VHA0	Files for client (HDD)	04-Dec-2020		05-Dec-2020
S31-317(Vandana -Ramakrishnan)	Start	Completed	Delivered	Joshua	Client HDD	LITA	Files for client (HDD)	11-Dec-2020		08-Dec-2020
S31-492(Archana -Joseph)	Start	Completed	Delivered	Joshua	Client HDD	P6YZ	Files for client (HDD)	11-Dec-2020		01-Dec-2020
S31-455(Jayashree -Krishnamurthy)	Start	Completed	Delivered	Anusha	Client HDD		Files for client (HDD)	11-Mar-2021	DO NOT DELIVER UNTIL CONFIRMATION FROM AM Deliver to : 144/75, 2A, Ramaniyam Sanjivini Apts, Block 1, LB Road, Thiruvanniyur, Landmark: same building as Paradise Biryani, opp S2 Theyyagaraja theatre, Chennai, Tamil Nadu, 600041, India	17-Mar-2021
S31-806(Minu swetha -Vignesh)	Start	Completed	Delivered	Anusha	Client HDD		Files for client (HDD)	15-Mar-2021		06-Apr-2021
S31-833(Sreenayaghi -Badi)	Start	Completed	Delivered	Saraswathy	Hdd- Copy all files		Files for client (HDD)	25-Mar-2021	-Yet to start copying files, and need to add s.no in software. (Videos-not yet completed). (hdd-couriered to office and recd by arun). hdd img-server grp	29-Mar-2021
S31-545(Vaishali -Abilesh)	Start	Completed	Delivered	Saraswathy	HDD-Copy all files		Files for client (HDD)	02-Apr-2021	-Yet to start copying files, and need to add s.no in software. (Videos-not yet completed). (hdd given to swami by yogesh)	10-Apr-2021
S31-588(Sowmya -Mithun)	Start	Completed	Delivered	Saraswathy	Hdd-Copy all files		Files for client (HDD)	06-Apr-2021	-Yet to start copying files, and need to add s.no in software. (Videos-not yet completed). (hdd-couriered to office) hdd img-server grp	14-Apr-2021
S31-842(Aashiya Fithose -Showkath Ali)	Start	Completed	Delivered	Saraswathy	Hdd-file copying all files		Files for client (HDD)	08-Apr-2021	2 tb new blue hdd , image in server group.	14-Apr-2021
S31-848(Amali clara -Suganthan)	Start	Completed	Delivered	Saraswathy	Hdd-File copying		Files for client (HDD)	09-Apr-2021	NA9TJ34M- S.NO- CLIENT HDD IN GROUP. ONLY HDD , COPY ALL FILES.	13-Apr-2021

Client Name	Start	Completed	Delivered	Work Assigned	Task Name	Serial No.	Task Type	Deadline	Additional Details regarding task
S31-810(Aashifa begum -Abdul Hameed)	Start	Completed	Delivered	Joshua	Client HDD	PTBC	Files for client (HDD)	11-Dec-2020	
S31-852(Deepika -Vishnu)	Start	Completed	Delivered	Srivatsan	File copy -hdd		Files for client (HDD)	15-Apr-2021	s.no. NABJNS9D, IMAGE IN SERVER GROUP, HDD AND BOX
S31-804(Priya -Sakthi)	Start	Completed	Delivered	Joshua	Client HDD	XF6G	Files for client (HDD)	11-Dec-2020	
S31-406(Aravindh -Ramya)	Start	Completed	Delivered	Joshua	Client HDD	0BBA	Files for client (HDD)	12-Nov-2020	Hard Disk ready to be delivered along with album.
S31-852(Deepika -Vishnu)	Start	Completed	Delivered	Saraswathy	HDD- FILE COPYING		Files for client (HDD)	15-Apr-2021	S.NO-NABJNS9D, IMAGE IN SERVER GRP, HDD AND BOX
S31-814(Amulya -Aravind)	Start	Completed	Delivered	Saraswathy	Hdd-File copying all files		Files for client (HDD)	05-Apr-2021	s.no and hdd image in server group. NABJF4BY2
S31-253(Sowmia -Vijay)	Start	Completed	Delivered	Joshua	Client HDD	PA7P	Files for client (HDD)	04-Dec-2020	
S31-378(Kanimozhi -Prabhakaran)	Start	Completed	Delivered	Joshua	Client HDD	VRJY	Files for client (HDD)	12-Nov-2020	
S31-841(Nanditha -Aditya)	Start	Completed	Delivered	Anusha	Client HDD		Files for client (HDD)	15-May-2021	Seagate Plum color: NABJF4BV
S31-257(Nitasha -Niranján)	Start	Completed	Delivered	Anusha	Client HDD	P5BV	Files for client (HDD)	11-Dec-2020	
S31-387(Sanjana -Lloyd)	Start	Completed	Delivered	Joshua	Client HDD	D32A	Files for client (HDD)	12-Nov-2020	Client Yet to Give Address
S31-647(Vaishali -Arvind)	Start	Completed	Delivered	Anusha	Client HDD		Files for client (HDD)	27-Apr-2021	Seagate 2TB Serial no: NABEPA13
S31-313(Suriya -Arun)	Start	Completed	Delivered	Joshua	Client HDD	BZC5	Files for client (HDD)	18-Dec-2020	
S31-422(Prasannadevi -Akilan)	Start	Completed	Delivered	Joshua	Client HDD		Files for client (HDD)	12-Nov-2020	

Start	Completed	Status	AM	Order ID	Event Name	Due Date	Work Start Date	Work Completion Date	Comments
Start	Completed	Allocated	Saraswathy Ramesh	S31-578(Sarumathi -Gowtham)	Outdoor shoot	26-Apr-2021			
Start	Completed	Allocated	Anusha Ramesh	S31-841(Nanditha -Aditya)	Outdoor shoot	23-Apr-2021			
Start	Completed	Allocated	Anusha Ramesh	S31-847(Sneha -Nivas)	Mapillal Azhaju + Nalangu, Reception, Muhurtham	22-Apr-2021			
Start	Completed	Allocated	Anusha Ramesh	S31-847(Sneha -Nivas)	Mapillal Azhaju + Nalangu, Reception, Muhurtham	22-Apr-2021			
Start	Completed	Work Started	Anusha Ramesh	S31-841(Nanditha -Aditya)	Muhurtham, Nalangu, Reception	15-Apr-2021	14-Apr-2021		
Start	Completed	Completed	Saraswathy Ramesh	S31-828(Varshini & Vijay -Varshini)	Outdoor Shoot	12-Apr-2021	12-Apr-2021	12-Apr-2021	
Start	Completed	Completed	Anusha Ramesh	S31-570(Varushini Ramesh -Srihari Shankar)	Sangeet, Hindu wedding muhurtham, Reception	10-Apr-2021	06-Apr-2021	09-Apr-2021	
Start	Completed	Completed	Anusha Ramesh	S31-570(Varushini Ramesh -Srihari Shankar)	Outdoor shoot	10-Apr-2021	10-Apr-2021	10-Apr-2021	
Start	Completed	Completed	Anusha Ramesh	S31-598(Shivance - Varun)	Engagement	05-Apr-2021	05-Apr-2021	05-Apr-2021	
Start	Completed	Completed	Saraswathy Ramesh	S31-813(Spoorthi -Harichandhan)	Outdoor	02-Apr-2021	01-Apr-2021	02-Apr-2021	
Start	Completed	Completed	Anusha Ramesh	S31-817(Keerthana -Raghav)	Mehendhi, Engagement, Reception, Wedding, Nalangu	01-Apr-2021	26-Mar-2021	31-Mar-2021	

Showing 11 of 11

FOR FINANCE TEAM

- » Generate real-time P&L data for each client
- » Real-time data on actual expenses vs projected expenses
- » Budgeting and planning functionality
- » Advanced analytics and reports

FOR MARKETING TEAM

- » Lead source dashboard
- » Advance CRM to view and analyze marketing and sales information

FOR CLIENTS

- » A web and mobile-friendly dashboard that covers all the above departments and information required for clients
- » Real-time alerts and reminders for each and every process
- » Clear information and advanced FAQs for the whole customer lifecycle

FOR MANAGEMENT

- » Advanced foolproof dashboards with error rates for every single department and employee
 - i) Lead management and source
 - ii) Sales, marketing, and revenue
 - iii) Production
 - iv) Post production, along with escalation dashboard
 - v) Server
 - vi) Finance
 - vii) Client history



Zoho Creator is our favorite low-code platform that allows us to define all our processes our own way. Basically, the software adapted to our thought process and not vice versa. The platform has been very easy for beginners like me to design and generate any report in minutes. I've been able to customize anything and everything with Zoho Creator according to me and my company's needs.

Joshua

Senior Management Consultant & Finance Head

BENEFITS AND ROI

- Eliminated emails by over 98% (average of 45 emails per client)
- 80% increase in creative and strategic productivity
- End-service delivery time decreased by 40%
- Automation helped Studio 31 stop using spreadsheets and documents
- Saved 3 hours on average per employee, per day
- Reduced human error by 95%
- Increased employee and customer happiness by more than 70%
- Employee self-assessment and performance is now automated and non-biased
- Increased profit per order by over 24%

FOOLPROOF SYSTEM FOR RUNNING A PROFITABLE BUSINESS

Business managers are able to create an order form/mark as won only if the margin details and client profile meets company guidelines. This is predefined in the system and reviewed once a quarter.

ERROR DATA ON ALL DASHBOARDS

All dashboards are provided with an error tab that indicates if there's any data mismatching.





I was researching economic alternatives to achieve this somehow, and that's when I learned about low-code tools. They're like a canvas; one can build and achieve anything, and save 90% of the actual development cost. We researched several solutions and figured out that Zoho Creator worked the best. We started building the software in 2017 and it took us about 19 months to get the entire workflow sorted. However, a boon in disguise was the time that we got during the Covid lockdown. We put all hands on deck, and in about 200 days, we had built a much-improved software solution. We'd built something outstanding, and we knew this because we were able to see the results.

Pranesh Padmanabhan
Founder, Studio 31

FOR EMPLOYEES

- » Automation of manual and repetitive tasks; eliminated email communication by 100%
- » Proactive prediction of customer activity's health, lifecycle, and future
- » Recommendations and reminders of tasks that impact daily work routine
- » Monitoring work progress and providing assessments on business health
- » Showcasing data and analytics visually in a single dashboard, across all departments

EMPLOYEES DASHBOARD

Pending Works						Iteration In Process					Long Pending Clients		
Account Manager	Traditional Photo	Traditional Video	Candid Video	Candid Photo	Outdoor Shoot	Account Manager	TP	TV	CV	CP	Account Manager	TV	CV
Roy	0	0	2	0	1	Roy	0	0	1	0	Roy	0	1
Saraswathy Ramesh	2	3	4	2	0	Saraswathy Ramesh	1	0	0	1	Saraswathy Ramesh	0	0
Aswini	0	0	0	0	0	Aswini	0	0	0	0	Aswini	0	0
Suhasini	21	0	0	25	0	Suhasini	0	0	0	0	Suhasini	0	0
Joshua	0	8	8	0	1	Joshua	0	1	0	0	Joshua	0	0
Anusha Ramesh	0	5	6	1	0	Anusha Ramesh	0	0	1	1	Anusha Ramesh	0	0
Yet to be Corrected	0	0	0	0	0	Total	1	1	2	2	Total	0	1
Total	23	16	20	28	2								

Candid Picture

Candid Picture Status	Count
Picture Link Sent	171
Work Completed	25
NA	3
Iteration in Process	2
Allocated	1
To be Corrected	0
Total	202

Traditional Picture

Traditional Picture Status	Count
Picture Link Sent	160
NA	19
Work Completed	21
Iteration in Process	1
Allocated	1
To be Corrected	0
Total	202

Candid Video

Candid Video Status	Count
NA	51
Video Link Sent	130
Yet to Start	1
Iteration in Process	2
Long Pending Clients	1
Allocated	10
Work Started	1
Yet to Receive songs	4
Received Songs	1
To be Corrected	0
Total	201

Traditional Video

Traditional Video Status	Count
Link Sent	160
NA	25
Allocated	11
Yet to Receive Songs	3
Iteration in Process	1
Received Songs	1
To be Corrected	0
Total	201

Outdoor Shoot

Outdoor Picture Status	Count
Picture Link Sent	71
NA	29
Allocated	2
To be Corrected	0
Total	102

Album Design + Print											
Account Manager	Delivered	Clients who are yet to pay	NA	WIP Draft Iteration	Allocated	Printing in Process	Yet to give list (Paid)	Draft in Process	Sent to approval	Work Started	Total
Roy	6	13	2	0	1	0	0	1	1	0	24
Saraswathy Ramesh	28	36	1	0	7	1	1	0	0	1	75
Aswini	20	10	0	1	2	0	0	0	0	0	33
Suhasini	9	20	3	0	1	0	0	0	0	0	33
Joshua	3	15	0	0	6	0	0	0	0	1	25
Anusha Ramesh	0	5	0	0	1	0	0	0	0	0	6
Total	1	66	99	18	1	6	1	0	2	196	

Album design + Print

Album Printing Status	
Album Status	Count
Delivered	66
Clients who are yet to pay	99
NA	6
WIP Draft Iteration	1
Allocated	18
Printing in Process	1
Yet to give list (Paid)	1
Draft in Process	1
Sent to approval	1
Work Started	2
To be Corrected	0
Total	196

HDD							
Delivered to Client	HD yet to give	HD Given	Copying Allocated	NA	Yet to copy	Yet to Allocate Copying	Total
63	58	38	16	3	1	7	186

HDD

AM	Delivered to Client	HD yet to give	HD Given	Copying Allocated	NA	Yet to copy	Yet to Allocate Copying	Total
Roy	7	5	9	1	1	1	0	24
Saraswathy Ramesh	18	31	11	14	0	0	0	77
Aswini	19	7	6	1	0	0	0	33
Suhasini	16	9	7	0	1	0	0	34
Joshua	3	6	5	0	1	0	0	26
Anusha Ramesh	0	0	0	0	0	0	7	8

Editors

View More Details
Swami Pending Tasks - 0

FOR CLIENTS

- » No more following up; essential data is showcased on a dashboard with live updates
- » No more emails; intelligent sections provide feedback and access to photographs and film
- » Self-help desk that saves hours, and clear processes and policies provide a hassle-free experience

WHY CREATOR WORKS?

At Zoho, our vision has always been to build software for people to transform the way they work. More often than not, the true test is in addressing needs of every form of business. If a profession as dynamic, versatile and niche as wedding photography could automate 37 processes across seven departments, then this is a testament to the fact that Zoho Creator can help companies with even the most diverse needs and solve challenges with low-code. Digital transformation is a choice you can make.



www.zoho.com/creator

We'd love to talk! Reach out to us:
hello@zohocreator.com