



Zoho CRM

Review From A Customer



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From IT Central Station, the leading review site for enterprise technology solutions.

Review by a Real User

Verified by IT Central Station



Lead, Marketing Research & CRM Activities at a tech services company with 51-200 employees

it_user236508

VALUABLE FEATURES

Campaigns Reports Mobile app

IMPROVEMENTS TO MY ORGANIZATION

Tracking the leads, contacts & campaigns over Zoho CRM made our lives easy as our entire sales organisation use this product.

ROOM FOR IMPROVEMENT

Automation features for the Zoho Campaigns are at a very basic level as compared other marketing automation tools in the market these days.

USE OF SOLUTION

I've used it for two and a half years.

DEPLOYMENT ISSUES

No issues encountered.

STABILITY ISSUES

A couple of times the reporting API for one of my team members got corrupted, and it took a day for tech team to fix it.

SCALABILITY ISSUES

No issues encountered.



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CUSTOMER SERVICE AND TECHNICAL SUPPORT

Customer Service: It's poor. Technical Support: Poor, as they don't answer you call or emails at first your first attempt.

PREVIOUS SOLUTIONS

No previous solution used.

INITIAL SETUP

It was straightforward.

IMPLEMENTATION TEAM

Since it's a SaaS based product there was just a demo from the sales person.

ROI

It's 60%.

PRICING, SETUP COST AND LICENSING

It was somewhere around US\$12 for per user, over the period of time the tariff has changed with revised rates.

OTHER SOLUTIONS CONSIDERED

Marketo Eloqua 10 Hubspot etc.

OTHER ADVICE

This is good product for a startup company with minimal features, good for data management on CRM but there is nothing called automation with this.

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