RevInfotech
revolution redefined

Portfolio

of

ZOHO CRM SETUP- E-Commerce Apparel Firm

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of
ZOHO

Overview:-

Revinfotech Pvt. Ltd. is a trusted partner in delivering comprehensive CRM and customer service solutions across sectors like fashion, SaaS, and logistics. **Allegheny Apparel**, managing three unique apparel brands under one Zoho One umbrella, collaborated with us to streamline brand-specific customer support, integrate real-time communications, and create custom workflows to maintain data segregation. Leveraging **Zoho Desk, Zoho CRM**, **Ring Central** and **custom Live Chat integration**, we delivered a scalable, secure system that enhanced cross-brand service delivery and operational efficiency.

1. Project Overview

Industry: Apparel & Fashion, E-Commerce, Customer Service
Client Location: United States
Project Duration: 1.5 Months
CRM Type: Zoho One with Desk, CRM, Live Chat, and Comms Integration

Allegheny Apparel required a single Zoho One environment to efficiently manage support for three separate brands. Their existing tools lacked seamless integration across departments and systems, creating confusion and inefficiency in data flow and customer handling. We developed a brand-dedicated Zoho environment with custom communication routing, CRM handling for one brand only, and live support powered by automated logic and knowledge bases.

2. Key Objectives

- Implement brand-specific Zoho Desk departments with unique communication channels.
- Integrate separate Live Chat instances for each brand.
- Enable CRM usage exclusively for one brand without cross-data pollution.
- Automate lead handoff from Desk to CRM.
- Maintain unique Knowledge Bases and domains per brand.
- Ensure compliance and clarity for cross-brand support agents.

3. Our Solution:

Zoho Desk + CRM + Live Chat Integration

We configured Zoho Desk, CRM, and chat platforms into a unified but segmented structure to deliver a flawless customer service experience across brands.

Zoho Desk Setup and Brand Segregation

- Created distinct departments in Zoho Desk, linked to specific social media and phone numbers.
- Connected each department with Ring Central or verified alternative VoIP provider.
- Configured separate Live Chat channels for each brand using embedded instances.
- Deployed brand-specific domains and linked Knowledge Bases to each Desk department.

Tech: Zoho Desk + Ring Central + Chat Routing + Multi-Domain Support

CRM Customization and Integration

- Enabled CRM use only for one brand while restricting access and sync from others.
- Created a manual function for pushing relevant leads from Desk to CRM.
- Integrated CRM with Shopify to handle order cycles, repeat business, and lead conversion.

Tech: Zoho CRM + Deluge + Shopify API + Manual Sync Function

Microsite & Web Integration

- Designed two mobile-optimized microsites to support lead capture and brand visibility.
- Managed domain registration, content layout, and web element enhancement.

Platform: Zoho Sites + Mobile UX Optimization + Hosting Management

Automation Workflows

- Set up automated processes for Desk-to-CRM sync, Live Chat routing, and repeat workflows.
- Reduced dependency on manual staff handling and improved data consistency.

Tech: Zoho Automation + Workflow Builder + Custom Scripts

4. Technical Stack

Component	Details
Backend	Zoho CRM, Zoho Desk, Deluge Scripts
Frontend	Zoho Sites, Embedded Live Chat Widgets
API Integration	Ring Central, Shopify, Social Media Accounts
Hosting	Zoho Cloud
Security	Brand-level Role Access + Data Isolation
QA	Use Case Testing + Data Flow Validation
Backend	Zoho CRM, Zoho Desk, Deluge Scripts

5. Business Impact

Metric	Before Implementation	After Implementation	Improvement
Ticket Routing Accuracy	Inconsistent	Brand-aligned, automated	85% routing improvement
Manual CRM Sync Errors	Frequent	Automated for one brand	90% fewer errors
Customer Response Time	Delayed	Real-time Desk + Chat	60% faster engagement
Agent Workflow Clarity	Confused across brands	Brand-based user flows	Reduced internal errors
Data Compliance & Privacy	Mixed	Segregated per brand	Full compliance achieved

6. Revinfotech's Role

- Conducted needs assessment with all three brand leads.
- Architected a Zoho One environment optimized for multi-brand functionality.
- Integrated Desk, CRM, Live Chat, and VoIP under distinct workflows.
- Delivered process documentation and user training.
- Ensured GDPR/data segregation alignment with client compliance team.

7. Why Revinfotech?

- Deep experience in Zoho One multi-brand deployments.
- Proven track record with e-commerce, CRM, and support automation.
- Fast rollout using agile deployment methodology.
- End-to-end services from technical setup to training.
- Commitment to data compliance and support team enablement.

8. Client Testimonial

Martin Williams – Operations Head, Allegheny Apparel

"I contacted Rev Infotech through Zoho website about 3 months ago with a single question. They took the time to Skype and assist me with the issue as a courtesy. Subsequently, my company needed to improve its CRM experience, so I contacted Rev Infotech again. Very professional. Very responsive. Very quick. I highly recommend using Rev Infotech."