

MAUZOHO NEWSLETTER

Welcome to MauZoho By Nettobe

In every edition, we bring you more than updates – you'll gain practical strategies to boost productivity, inspiring customer stories, expert tips for smarter collaboration, exclusive promotions, and priority invitations to our workshops and events. Each issue is designed to help you see how Zoho's powerful suite of applications can transform the way you work.

Whether you're running a start-up, scaling an SME, or managing a large enterprise, this newsletter is your companion in building a smarter, more connected business.

Thank you for being part of our growing MauZoho community. Together with Nettobe, your official Zoho partner, let's keep innovating, streamlining, and achieving more.



What is MauZoho? Why was it created? And how can it transform the way your business works, learns, and grows today?

MauZoho was created to respond to a clear need: businesses in Mauritius required more than software licences – they needed a trusted ecosystem of guidance, community, and shared knowledge. From expert-led workshops to local success stories, MauZoho was established as a bridge between technology and people, enabling organisations to turn Zoho solutions into measurable business advantage.



What to Expect In This Newsletter :

What to Expect in This Newsletter:

In each bi-weekly issue of the Zoho by Nettobe Newsletter, you'll find:

- Product Updates & New Features – stay ahead with the latest Zoho innovations.
- Tips & Best Practices – practical guidance to help you and your team work smarter.
- Upcoming Events & Training – be the first to know about workshops and learning opportunities.
- Local Success Stories – discover how businesses in Mauritius are transforming with Zoho.
- Promotions & Special Deals – enjoy exclusive offers available only through Nettobe.

Every edition is crafted to keep you informed, inspired, and equipped to get the most out of your Zoho journey.

What is Our Goal ?

Our goal with **MauZoho** is to redefine how businesses in Mauritius embrace digital transformation. It is not just about providing access to Zoho applications, but about equipping organisations with the confidence, knowledge, and strategies to use them effectively. MauZoho serves as a catalyst for innovation, a hub for collaboration, and a pathway for businesses to rethink growth in a digital-first economy.





Our Sales Journey

Digital transformation isn't just about getting a new tool in place; it's about making sure whatever you implement actually works for the way your business operates. That's why we don't just rush in and start configuring Zoho. We go through a journey that, in our experience, makes all the difference. It begins with discovery. Now, people sometimes roll their eyes at the idea of a **"discovery meeting"** because it sounds like just another sit-down, but the truth is it's the stage where everything really starts to make sense. This is the time we dig into the real business needs, the headaches you're facing, and the goals you're trying to reach. If we skip this part, what happens? You end up with features you'll never use, wasted money, wasted hours. Discovery clears the fog and makes sure what we design is in line with how you actually work.



Once that foundation is laid, we move into what we call the first scoping proposal. It's basically turning all those conversations and insights into something concrete. Not a massive technical document that no one reads, but a plan that outlines where we're headed—objectives, deliverables, the timeline we're aiming for, and yes, the budget too. This is the point where everyone gets aligned. Stakeholders can see clearly what's on the table, what's realistic, and where their role fits in. Without this scoping stage, projects often fall apart down the line because expectations weren't matched early enough. And honestly, we've seen it too many times: when you skip clarity, you pay for it later.



Then comes the final implementation, which is the part most people look forward to. This is when Zoho actually gets shaped into the tool that fits your business like a glove. We configure it, tweak it, make sure it does exactly what it should. But we don't just walk away after setup—training your team is a big part of the process. If people don't know how to use it, the whole thing risks failing. Adoption is as important as the system itself. And of course, once everything is up and running, support has to stay in place. Businesses change, teams grow, new needs come up, and Zoho is flexible enough to adapt. That flexibility only works if there's ongoing guidance to make sure the system evolves alongside your company.



When you put all this together—discovery, scoping, implementation—it becomes clear why each stage matters. Skipping ahead to the "fun part" sounds appealing, but it usually leads to disappointment. Done properly, though, the process turns Zoho from just another software purchase into a real business enabler. And in the long run, that structured approach saves more time, money, and frustration than trying to cut corners ever will.



Public Profile

Matthew Prosper

Current Role: Channel Sales Executive at Nettobe Group

Professional Focus: Help businesses simplify their work with Zoho. Focus on understanding people, solving challenges, and building lasting relationships while using smart tools to make growth and teamwork easier.

Mail : matthew.prosper@net2be.com

Number : +230 5254 8544

Zoho Cliq - More Than Just Chat Its the Heartbeat of Your Zoho Workplace

Zoho Cliq isn't just another chat tool—it's where your team's communication actually meets action. Most chat apps are good for quick back-and-forth messages, maybe a video call here and there. Cliq does that too, but the real difference is how it plugs right into the tools you're already using. Zoho CRM, Projects, Desk, Books, Campaigns, People... they don't sit off in their own corners anymore, they talk to each other inside your chat. And that changes how work gets done.

Here's what that looks like in practice.

A new deal pops up in Zoho CRM—you don't need to log in and check, Cliq tells you. Right there in the channel. Your project manager? She sees tasks from Zoho Projects being created or updated without opening another tab. Support agents get tickets from Zoho Desk pushed straight into chat, so there's no excuse for a customer slipping through the cracks. Even finance gets a nudge every Friday about pending invoices, pulled directly from Zoho Books. HR reminders about check-ins or leave approvals show up where people are already talking, not buried in emails nobody reads.

What's important here is the depth of the integration. A lot of tools say they "integrate," but it's often clunky, slow, or half-baked. Cliq is different—it's built by Zoho, inside Zoho. Which means the connections are smoother, faster, and honestly, just make more sense. And if you've still got tools outside Zoho, no problem—Cliq doesn't lock you out. It plays nice with external apps too.

And then there's automation. This is where things start to feel smarter. Using Zoho Flow with Cliq, you can build little workflows that save a surprising amount of time. A bot can post campaign results from Zoho Campaigns right into the marketing channel.

Finance doesn't have to be chased for overdue invoices—Cliq can ping them automatically. You could even set up your own alerts and notifications without coding. It's the kind of small detail that makes day-to-day work less of a grind.

Businesses today are drowning in apps. One for email, another for tickets, another for tasks... it's endless. Cliq cuts through that noise by becoming the hub where conversations, tasks, and updates land together. People stop bouncing between ten tabs and just focus on the work. If you're already in the Zoho ecosystem, it's not an optional extra—Cliq is the piece that pulls it all together.

The bottom line? If you want faster decisions and fewer headaches, you need Cliq. It's not only about chatting. It's about making sure when people talk, work actually moves forward. And that, for most teams, is the difference between just being busy and actually being productive.

The Business Risks That Can Shut You Down and Why Zoho Matters

- **Financial Mismanagement - Cash Kills Faster Than Competition**

Companies don't always die because of no clients. They die because of bad money habits missed invoices, no follow-up, sloppy books. That's how bankruptcy shows up at your door. Worse, regulators and tax officers don't forgive "I didn't know." Zoho Books and Zoho Expense don't let you forget. Automated invoicing, reminders, compliance reports—your cash flow is alive, not hidden in an Excel sheet nobody updates.

- **Data Breaches - One Leak and You're Finished**

You think it won't happen until it does. A stolen file, hacked password, customer data dumped online. Suddenly it's not just reputation—it's lawyers, regulators, and sometimes even the police. Zoho has security baked in. Vault for passwords, audit trails, compliance-ready controls. You don't "find out later"—you know before it's too late.

- **Labour Law Trouble - HR Can Drag You to Court**

Unpaid overtime, no proper contracts, wrongful dismissals. Small mistakes with staff can snowball into lawsuits that drain you. And if you look careless? Labour ministry steps in, and it's not pretty. Zoho People makes HR transparent—attendance, leave, contracts, approvals—all stored, all traceable. You don't argue in court, you show the record.

- **Corruption & Shady Deals - Silent Company Killers**

Some businesses fall not because of sales but because of "under the table" deals. Procurement fraud, backdoor contracts... one scandal and your brand is gone, sometimes even your license. Zoho Contracts and Zoho CRM force transparency. Every deal has a trail. Every approval is logged. You want to prove you're clean? The system does it for you.

- **Customer Neglect - When Complaints Become Cases**

Ignore one customer, maybe they leave. Ignore too many, or worse, in regulated industries like banking or healthcare, and the regulator steps in. Suddenly it's not about angry clients—it's legal. Zoho Desk tracks every issue, every SLA. Nothing slips away quietly. You keep clients happy, and you keep the authorities out of your office.

- **No Visibility - Leaders Flying Blind**

This one is dangerous. CEOs not knowing the real numbers, project delays hidden, finances misreported. Fraud lives in the shadows. Companies collapse because leaders didn't see it coming. Zoho Analytics shines the light. Dashboards that pull from CRM, Finance, Projects—no more "we didn't know."

Our Zoho Bundles

Bundle	License details	Bundle Cost (MUR)
Zoho CRM Standard	3 Users, 1 Year License	58,000.00
Zoho Books Professional	5 Users, 1 Company, 1 Year Licence	48,500.00
Zoho People Professional	10 Users, 1 Company, 1 Year Licence	55,000.00
Zoho Workplace Standard (10GB)	5 users, 1 Company, 1 Year License	44,000.00
Zoho Desk Express	3 users, 1 Company, 1 Year License	47,000.00
Zoho One Suite	10 Users, 1 Company, 1 Year License	245,000.00

Importance of Business Analysis & Discovery

Every business person, whether a business owner or a simple employee, must have some business analysis skills, just like project management. These two are fundamentals that every professional should have foundational knowledge in. But what is business analysis?

In short, it examines how a business performs, how the employees do things, why they do such things, the company's general goal, and how all the operations performed by all employees contribute to achieving that goal. Business analysis aims first to ensure that things are being done correctly. Secondly, we strive to determine what enhancements or changes we can bring to improve productivity, enhance business goals, and increase profitability and revenue.

This exercise requires that we at least understand how businesses work. That is important. You would not believe how many employees do not know how a business operates. This is not professional at all. It is paramount that any employee understands how a business operates and their role in its operations.

That will allow them to appreciate things better and contribute to general profitability and operations. I firmly believe that understanding how businesses work and operate makes us better in what we do, whether in system engineering, applications development, support, accounting, or other business operations. You are part of a bigger engine, and you must know how this engine works and what your part is.

Unfortunately, this is not the case. Not every employee has this knowledge or these interests. On the other hand, that is precisely what Nettobe should be offering as a service: Professional Business Analysis.

When a company seeks solutions, it always wants to solve a problem. These problems can be related to productivity, revenue, customer relationships, sales, marketing, etc. The decision makers get a report that a department is not working, that there are too many complaints, that profit is not enough, and that the company is at risk. They need to do something—but what? Most of the time, they look for solutions that can fix their issues. But the products and solutions they go for do not necessarily fix the problems; they may provide some relief, but soon, other issues crop up. Do you know why?

They have not thoroughly analysed what is going wrong and how these matters are connected to the company's overall operations. Without that analysis, they cannot understand the root causes. They just act on a symptom, thinking that will fix the issue. It's like taking a Panadol for a headache when the real cause is an injury. We are calming the nervous alarms but not healing the wound.



Public Profile

Jean Maurice Prosper

Current Role: Chief Executive Officer at Nettobe Group

Professional Focus: As CEO, Lead Business Analyst, and Business Data Analyst, my focus is to embed strong business analysis at the core of every Zoho solution we design. By aligning strategy, process, and data, I ensure our services not only meet but consistently surpass customer expectations, delivering solutions that drive real business transformation.

In a typical sales cycle, the salesperson sits with the customer and tries to convince them that they need their products. They research the company's operations and the person they are meeting, and they plan how to persuade the customer to purchase. That has a 50/50 success rate, because often the customers say they don't need the solution or services. Other salespersons will use the "pain points" approach, which speaks about the customer's struggles in doing business. They will then showcase how their products, solutions, and services can help fix these pain points. That has a higher success rate, because the customer will usually share their pain points. But even that is not a certainty.

Since proposing Zoho solutions and services, we have seen that these sales strategies do not work well in this space. What we also discovered is that the products or solutions are not enough. We needed something more to make the experience better and, most importantly, to satisfy the real needs of the customer. We need to dive into their business to understand how they function, their processes, how each employee carries out their tasks (whether correctly or not), and how the decision makers view the company and what they expect. This will allow us to make our solutions and software truly work for the customer and help them. This is what business analysis is, and to be professional, there is a framework that needs to be adopted so that this exercise is successful.

We understood that we cannot propose Zoho without an initial business analysis exercise. This does not honour the customer, and it does not do us any good. We ran into a deep issue with one of our customers because their project manager did no proper business analysis, and we made the error of trusting him to lead that project. It was a mess. This served as a lesson, and we decided to gain business analysis skills and certification, which we now blend into all our Zoho offers. While not mandatory, business analysis is essential to ensure the adoption of any solution. Customers need to understand that, as solutions integrators, we must ensure that the product serves each employee's needs and requirements. The only way to achieve this is to conduct a proper business analysis, which we call stakeholder engagement.



At **Nettobe**, we decided that we could not approach this matter lightly. Business analysis cannot be reduced to a few conversations or assumptions—it requires a disciplined and structured methodology. We have embraced the IIBA (International Institute of Business Analysis) framework. This global standard gives us the tools, techniques, and mindset to understand our customers at every level.

It allows us to align business needs with technology solutions in a way that is not random or experimental, but proven, professional, and consistent.

Customers who choose our approach do not just buy Zoho licenses or applications. They invest in a process that ensures every solution is analysed, adapted, and implemented with their real business objectives in mind. **They can be confident that:**

- Their employees' voices and daily realities are heard and taken into account.
- Their processes are mapped, understood, and improved before technology is applied.
- Their leadership vision is translated into concrete, measurable outcomes.
- Their investment in solutions will bring lasting value, not just temporary fixes.





Discover Zoho Community Spaces

Building an engaged community takes more than just a chat group, it requires a space where people can connect, share ideas, and grow together. That's exactly what **Zoho Community Spaces** delivers. From customizable dashboards and live town halls to forums, events, and even paid spaces, the platform gives you everything you need to centralize communication and collaboration. Whether you're managing customers, teams, or interest groups, it's a powerful way to bring people closer.

Zoho SalesIQ - Empowering Sales with Real - Time Customer Engagement

Zoho SalesIQ is a customer engagement and live chat platform designed to help sales, marketing, and support teams connect with website visitors. It enables real-time visitor tracking, live chat, lead segmentation, automation, and CRM integration—all of which contribute to boosting sales conversions and delivering an exceptional customer experience.

1. Core Technical Capabilities

- **Real-time Visitor Tracking:** Monitor visitor behavior, such as time spent and pages viewed, to identify high-value leads.
- **Proactive Engagement:** Use automated triggers and intelligent routing to connect with visitors at the right moment.
- **Zoho CRM Integration:** Share data seamlessly across systems. Agents can view lead status, deal info, and push chat notes directly into CRM.
- **Custom Widgets:** Provide sales reps with real-time customer context like purchase history or open tickets without leaving the chat window.



Public Profile :

Anna Akhigbe

Current role: Zoho Application Engineer At Nettobe Group

Professional Focus : Deliver efficient CRM solutions through customization, optimization, and ongoing support — streamlining operations, enhancing customer experiences, and driving sustainable business growth.

2. Automation & Chatbots

- **Codeless Bots (Zobot):** Build chatbots without coding, using drag-and-drop flows to answer FAQs and qualify leads.
- **AI-Powered Bots:** Platforms like Zoho Zia, Dialogflow, and IBM Watson integrate to deliver smarter, human-like interactions.
- **Developer APIs & SDKs:** Extend functionality with JavaScript APIs, REST APIs, and Mobile SDKs that allow embedding SalesIQ inside mobile apps with push notifications.

3. Knowledge Base & Self-Service

- **Resources Hub:** Includes articles, FAQs, canned replies, and small talk modules to improve efficiency.
- **Unanswered Questions (UAQ):** Tracks what visitors ask that bots or agents couldn't answer, guiding future content creation.
- **Scalability:** Bulk import, categorization, and multilingual support ensure businesses can manage content at scale.

4. Multichannel Engagement

- **Web & Mobile Integration:** Easily embed chat into websites or mobile apps with a simple code snippet or SDK.
- **Messaging Platforms:** Support engagement via WhatsApp, Telegram, Facebook Messenger, and popular CMS platforms like WordPress.
- **Advanced Features:** Audio calls, screen sharing, remote support via Zoho Assist, and real-time chat translation enhance conversations and improve accessibility

5. Monitoring & Reporting

- **Agent Supervision:** Supervisors can monitor live conversations, review chat histories, and gather customer feedback.
- **Analytics:** Integration with Zoho Analytics provides deep insights into missed chats, response times, and customer satisfaction.
- **Multi-Platform Support:** SalesIQ runs on browsers, desktop apps, mobile devices, and even smart TVs.

Why Zoho SalesIQ Matters

Zoho SalesIQ empowers sales teams by combining real-time engagement, automation, CRM integration, and multichannel support into a single platform. With live chat, AI-driven bots, a robust knowledge base, and actionable analytics, it equips businesses to improve lead conversion, enhance customer interactions, and scale sales operations globally.

Zoho Unveils Zia LLM : A privacy - First, Enterprise - Ready Large Language Model.

During this month of August, the global SaaS provider Zoho has officially announced **Zia LLM**, its own Large Language Model, signalling a major milestone in the enterprise's AI strategy. Unlike most enterprises software providers that license or integrate third-party AI models, Zoho has designed its own LLM from ground up, ensuring full control over data, performance and privacy.

A Completely In-House Development

Zia LLM has been built fully within the Zoho's ecosystem, that is no external models, no borrowed architecture. It is hosted on the NVIDIA GPUs in the Zoho's private data centres, the model makes sure that each and every customer will never leaves Zoho environment. This makes Zia LLM more attractive, especially for sectors like Finance, healthcare, government or any over sectors with strict compliance needs, where data sovereignty is essential. The company stresses its privacy-first approach: that is no shadow training, no surveillance, no ads and most importantly no data harvesting. Zoho's customers can rest assured that their enterprise data remains insulated from external systems, this is a sharp contrast to competing LLMs that often rely on third-party APIs with less transparent data uses policies.

Model Architecture and Scale

The Zia LLM is being released in three sizes: 1.3B, 2.6B AND 7B Parameters, which are based on the GPT-3-Style architecture. In the contrary of many other providers who fine-tune existing models, Zoho trained Zia upon LLM entirely from scratch, using carefully curated mix of proprietary and publicly available datasets, spanning 2 to 4 trillion tokens.

The most prominent 7B model was trained using there 1128 NVIDIA H100 GPUs over 50 days, underscoring the company's commitment to building a competitive and scalable AI infrastructure. According to Zoho, the performance benchmarking shows that the model outperforms LLaMa 2-7B and stands on par with LLaMA 3-8B, a significant feat for an enterprise-focused LLM.



Public Profile

Julien Christophe

Current Role: Sales Executive at Nettobe Group

Professional Focus: Oversees sales and business development for MauZoho, managing end-user and partner relationships to drive growth, strengthen engagement, and support successful solution adoption.

Roadmap and Future Expansion

Currently, Zia LLM is being tested internally across Zoho's wide application suite. A phased customer rollout is planned before the end of 2025. The company has also revealed plans to expand model sizes further, enhance multilingual support in its speech-to-text and reasoning models, and introduce a Reasoning Language Model (RLM) aimed at more advanced problem-solving tasks.

In parallel, Zoho is investing in complementary AI offerings such as Zia Agents, Agent Studio, and a dedicated AI marketplace, which will enable businesses to deploy custom-built AI workflows on top of Zia LLM.

Why It Matters

The release of Zia LLM highlights a shift in the enterprise AI landscape. While most SaaS vendors lean on OpenAI, Anthropic, or Meta models, Zoho is carving a distinctive path with self-reliant AI infrastructure. This positions the company as not just a SaaS provider, but a full-stack AI innovator. For customers, the message is clear: businesses can leverage the benefits of modern LLMs without compromising data privacy, compliance, or enterprise safety.



Public Profile

Nathan Carlinot

Current Role: Zoho Application Engineer At Nettobe Group

Professional Focus: Help businesses simplify their work with Zoho by designing solutions that solve challenges, streamline processes, and strengthen collaboration. Focus on understanding people, building lasting relationships, and leveraging smart tools to drive growth and efficiency.

Zoho Voice: A Developer-Friendly VoIP Platform for Integrated Business Telephony

Zoho Voice is a cloud-based VoIP solution designed to integrate seamlessly within Zoho's business application ecosystem while providing a programmable, scalable, and secure telephony infrastructure for modern enterprises. Unlike traditional phone systems, Zoho Voice eliminates the need for hardware PBX setups by leveraging SIP-based communication and cloud-native provisioning. Built on top of Twilio's robust CPaaS backbone, the platform abstracts complex telephony operations behind an intuitive UI and a developer-friendly REST API, making it ideal for IT teams, developers, and technical administrators looking for a reliable voice solution embedded within their existing workflows.

From a technical standpoint, Zoho Voice supports dynamic provisioning of phone numbers across over 70 countries, with automated KYC compliance processes and number porting options. Once numbers are active, calls can be routed using rule-based logic that supports business hours, agent availability, call history, and skill-based distribution. The call routing engine is flexible, enabling both sequential and parallel ringing strategies, and integrates with Zoho's internal systems like CRM, Desk, and Mail to allow for contextual call handling.

Each interaction can be logged, recorded, and analyzed in real time, with encrypted call storage and downloadable formats like MP3 or WAV.

One of the platform's core strengths is its programmable interface. The Zoho Voice API enables developers to create, manage, and monitor calls, users, IVRs, and queues directly through code. In addition, the webhook system provides real-time callbacks on call events such as initiation, connection, disconnection, or failure allowing companies to build complex voice workflows or trigger automations in external systems. For example, a webhook can trigger a CRM update or a database entry whenever a sales call is completed. These integrations can be achieved either through direct API usage or via Zoho Flow, Zoho's iPaaS tool that enables low-code integration across a wide variety of third-party platforms like Slack, Microsoft Teams, or Google Workspace.

Security and compliance are fully embedded into the service. Zoho Voice uses TLS encryption for signaling and SRTP for media transport, ensuring end-to-end protection of voice data. Authentication via SSO and SAML is supported for enterprise-grade access control, while all data is processed and stored in ISO-certified, GDPR-compliant data centers. For industries with heightened regulatory requirements, such as healthcare or finance, Zoho Voice includes HIPAA-compliant configurations and detailed audit logs.

From a usability perspective, the admin dashboard offers real-time monitoring of call queues, agent status, SLA performance, and detailed call logs. This operational visibility is essential for both technical troubleshooting and business analytics. IT teams can export data in multiple formats or integrate it into their existing observability stack using tools like ELK, Splunk, or custom-built dashboards. All these capabilities are available through a modular pricing model that scales from small teams to large enterprises.

In summary, Zoho Voice provides a cloud-native, API-first telephony solution tailored for technical teams that require reliability, programmability, and seamless integration. Its deep connectivity with Zoho's ecosystem and open infrastructure makes it particularly attractive for businesses seeking to modernize their voice operations without sacrificing control or flexibility. For organizations aiming to centralize communications and automate voice interactions within a larger digital infrastructure, Zoho Voice stands as a robust and future-proof choice.



Zoho Tips, Trends & Trivia - Adding Value Beyond Sales

At Nettobe Services, we believe a great newsletter should go beyond technical deep dives. That's why we're introducing a fresh section designed to share exciting, informative, and practical insights about Zoho applications. This month, we'll explore tips, hidden features, fun facts, and a quick quiz to make your journey with Zoho both productive and enjoyable.

1. Productivity Hacks with Zoho Sales Suite

Boosting sales productivity is often about making small but smart changes. Here are three quick hacks:

- Automate lead assignments in Zoho CRM using workflows based on geography or industry.
- Connect Zoho SalesIQ with Zoho Desk to view support history while chatting with customers.
- Use Zoho Cliq notifications so sales reps never miss a hot lead browsing your website.

2. Did You Know? Fun Facts about Zoho

- Zoho is one of the few SaaS companies to build its entire suite—including CRM, ERP, and productivity apps—in-house.
- The company follows a philosophy called 'Transnational Localism,' combining global presence with local empowerment.
- With over 100 million users worldwide and 55+ applications, Zoho is among the most comprehensive business platforms.

3. Zoho Spotlight: Hidden Gem Feature

One underrated feature in Zoho SalesIQ is its Screen Sharing and Audio Calls capability. Beyond live chat, this allows agents to guide prospects through demos in real-time, reducing friction in the sales process. Similarly, Zoho CRM's Blueprint automates every stage of the sales pipeline, ensuring no lead falls through the cracks. And let's not forget Zia AI, which predicts deal closure likelihood and suggests the best time to reach out.

4. Case Study Corner

Consider a mid-size e-commerce firm that integrated Zoho SalesIQ with Zoho CRM. By proactively engaging visitors, they boosted conversions by 30% in just three months. At Nettobe, we've seen firsthand how these tools can be tailored to specific industries, driving measurable improvements in both efficiency and customer satisfaction.

5. Quick Quiz

Here's a fun challenge for you:

Which Zoho app helps sales teams create digital quotes and invoices instantly?

- a) Zoho Books
- b) Zoho Inventory
- c) Zoho CRM
- d) Zoho Subscriptions

Scroll to the bottom for the answer!

Closing Thoughts

Zoho isn't just a collection of apps—it's an ecosystem designed to empower businesses. Whether you're leveraging AI, automating workflows, or uncovering hidden features, there's always something new to explore. At Nettobe Services, our mission is to help you unlock this potential. And by the way, the answer to our quiz is (c) Zoho CRM!

Mastering Zoho CRM 2025

Strategies for Optimal Efficiency Zoho CRM has established itself as one of the most versatile platforms for managing customer relationships and streamlining business operations. In 2025, its capabilities go well beyond basic contact management, offering advanced automation, predictive analytics, and cross-department integration. Professionals looking to maximize the platform's potential can adopt structured strategies that improve workflows, maintain data integrity, and enable smarter decision-making.

Advanced Workflow Orchestration

Automation plays a critical role in maintaining operational efficiency. Zoho CRM allows organizations to automate complex sequences, including lead nurturing, approval processes, and multi-step notifications. Utilizing custom functions and scheduled triggers reduces repetitive manual tasks and ensures consistent execution of standard procedures. Thoughtful configuration of workflows supports scalability. Organizations managing high lead volumes or multiple departments can maintain process efficiency without requiring constant manual oversight. Regularly reviewing workflow rules helps identify bottlenecks, refine automation logic, and enhance overall team productivity. By designing workflows strategically, businesses can allocate human effort to high-value tasks while routine processes operate seamlessly.



Public profile :

Pemba Lahizarre

Current role : Zoho Application Engineer At Nettobe Group

Professional Focus : Support businesses with Zoho by simplifying tasks, optimising workflows, and applying people-first solutions that enhance collaboration, build trust, improve efficiency, strengthen productivity, and ensure sustainable success.

Ensuring Data Accuracy and Integrity

Data integrity is fundamental to effective CRM usage. Employing field validation rules, duplicate detection mechanisms, and mandatory input requirements guarantees that data entered into the system is accurate and structured. High-quality data improves reporting reliability, enhances automated processes, and supports effective collaboration across teams.

Performing periodic audits is equally essential. Removing outdated records, correcting inconsistencies, and reconciling duplicates ensures the CRM remains a trusted source of information. Organizations that invest in data quality reduce operational risk, enhance analytical precision, and maintain a clear view of customer relationships. Reliable data enables teams to make informed decisions with confidence.

Customization for Workflow Alignment

Zoho CRM can be tailored to match the specific processes of an organization. Custom modules, layouts, and views improve usability and adoption by aligning the system with team workflows rather than forcing users to adapt to a rigid default structure.

Creating role-specific views ensures that each user sees the data most relevant to their responsibilities. Sales teams can focus on pipelines, managers on performance metrics, and support teams on open cases. This level of customization reduces friction, increases efficiency, and empowers teams to interact with the CRM in a meaningful and productive way.

Integration and Mobile Accessibility

Integrating Zoho CRM with other applications, including Zoho Books, Zoho Projects, and Zoho Campaigns, improves operational efficiency and data consistency. Synchronizing records such as invoices, project milestones, and marketing campaigns reduces manual entry and creates a unified organizational view.

Mobile functionality further enhances CRM value. Features like voice notes, location tracking, and offline access allow field teams to capture updates in real time. Employees can respond to client needs promptly, maintain accurate records, and ensure that information flows smoothly between offices and remote locations. Combining integration and mobile capabilities strengthens organizational coordination and responsiveness.

Conclusion

Mastering Zoho CRM requires a structured approach encompassing workflow automation, AI insights, data integrity, customization, and integration combined with mobile accessibility. By adopting these strategies, organizations can operate efficiently, make informed decisions, and foster cross-department collaboration. With intentional use, Zoho CRM becomes not only a tool for managing contacts but a central hub for strategic growth and sustained operational success.

Zoho Mail - Secure, Professional and Built for Modern Business

Nowadays, for many business around the world, email is more important than just a communication tool, it is the foundation of how organisations connect, collaborate and get the work done, Zoho Mail is designed with businesses in mind, offering a professional, ad-free and secure email platform that goes far beyond your traditional inbox.

Why Choosing Zoho Mail?

- **Ad-Free and Privacy-Focused** - Unlike free email services, Zoho Mail puts your business first, not advertisers. Your inbox is 100% free from ads, ensuring confidentiality and trust.
- **Enterprise-Grade Security** - With encryption, advanced spam filters, and robust admin controls, Zoho Mail keeps your organisation's communication safe.
- **Professional Branding** - Use your own custom domain (e.g., you@yourcompany.com) to present a trustworthy, professional image to clients and partners.
- **Seamless Productivity** - Built-in calendar, tasks, notes, and contacts mean your teams can manage their day-to-day work without needing multiple disconnected tools.
- **Mobile and Remote Friendly** - Whether in the office or on the go, Zoho Mail apps keep your team connected anywhere, anytime.

Powering Collaboration with Zoho Cliq Integration

While email is essential, businesses also need instant communication to move faster. That's where Zoho Cliq, Zoho's team chat and collaboration app, comes in. With the Zoho Mail + Zoho Cliq integration, teams can:

- Instantly turn email conversations into real-time chat discussions.
- Collaborate on emails without endless reply-all threads
- Share files, notes, and updates from mail directly into Cliq channels
- Keep communication flowing smoothly between formal email and quick team discussions.
- This combination creates a unified communication hub—where email, chat, and productivity tools all work together in one ecosystem.

The Business Impact

By adopting Zoho Mail, businesses not only gain a secure and reliable email platform but also the ability to connect it with collaboration tools like Cliq, ensuring teams can work smarter and faster. Whether you're a startup building client relationships or an established enterprise managing thousands of users, Zoho Mail scales with your needs.

Ready to see how Zoho Mail can transform communication in your business?

Schedule a meeting or call with us at **techsales@net2be.services - 5254-7872**, and we'll show you how to set up and maximise Zoho Mail for your organisation.

Behind the Scenes of Our Newsletter

Putting together a newsletter is more than just design – it's a collaborative journey. For this edition, our team gathered around a table with coffee and biscuits, of course, to map out what we wanted to share. We discussed the content, decided who would write on which topic, and agreed on a theme that could tie it all together. From there, we talked about videos to include, how many editions we would release, and how often. We even worked through the technical parts to make sure everything would run smoothly.



Public Profile :

Nelly Hyacinthe

Current Role : Marketing At
Nettobe Group

Professional Focus :

Focusing in putting in creative visuals all our communications from sales to customer centric.

Email: mauzoho@net2be.services

www.net2be.net

After this planning session, we regrouped for a short debrief to align on what exactly we wanted the newsletter to communicate. For us, it wasn't just about updates – it was about making sure that clients and readers could clearly see who we are and what we stand for. Because we're a young, creative team, we wanted a design that felt fresh, modern, and different from the old formats we had seen before. That's why we decided to design it from scratch.

Once articles began coming in, my job was to bring everything together into one design. Each piece had to fit seamlessly into the layout while still letting individual voices and stories stand out. I take the content provided by colleagues and translate it into something visual and impactful. Sometimes that means brochures, posters, presentations, business cards, or even logos; other times, it's ebooks, event branding, or social media graphics. If it can be seen, shared, or read – I design it.

Of course, it's not always straightforward. Deadlines are tight, last-minute changes happen, and sometimes a design needs to be re-imagined completely because colours or styles don't match what a colleague had in mind. Some prefer bold and modern, others light and simple – the challenge is finding the balance and creating something everyone feels proud of. Most of my work happens in Canva, but no two days are the same. Some tasks I finish in one stretch, while others I prioritise based on urgency.

What I've learned is that in marketing design, three things matter most: **visual impact, consistency, and clarity**. **Visual impact** is what grabs attention. **Consistency** is what builds trust and identity across everything we do. **Clarity** is what ensures the message is never lost. Without these, communication feels off-balance. As I look at **2025**, I see design becoming faster, sharper, and more intentional. For me, speed is not about rushing but about getting things done when they need to be done. I believe in keeping momentum – if something is due today, it should be finished today. Creativity requires flexibility, but it also needs structure and discipline.

At the end of the day, what I enjoy most is that my work blends creativity with purpose. Whether it's a newsletter, a product brochure, or an event campaign, my goal is always the same: to take an idea, give it a visual identity, and make sure it connects with people. That's the story behind every design I create.

Our Social Channels

Join us on WhatsApp - MauZoho by Nettobe, LinkedIn, Facebook, and YouTube, Including our Talkshow Net2Talks - all by Nettobe Group.

CLICK ON THE ICON TO JOIN US!

