

Case Study: Comprehensive Zoho Creator Solution for Gaura Electric Vehicles

Introduction

Gaura Electric Vehicles is a leading innovator in green mobility, specializing in electric scooters that prioritize sustainability and efficiency. By utilizing premium-grade components such as batteries, chargers, motors, and controllers, Gaura Electric ensures durability and an extended product lifespan. To streamline their operations, we implemented a tailored solution using Zoho Creator, designed to address the distinct needs of both the **dealer side** and **OEM (Original Equipment Manufacturer) side**, enabling efficient management across all operational stages.

Challenges

1. **Complex Inventory Management:** Maintaining detailed records of sold, available, and replacement vehicles.
2. **Operational Disparity:** Ensuring seamless coordination between dealer and OEM sides.
3. **Enquiry and Follow-Up Tracking:** Inefficiencies in managing customer inquiries and follow-ups for both sales and service.
4. **Warranty and Service Data:** Lack of centralized access to scooter details based on unique identifiers like chassis numbers and batteries.
5. **Administrative Oversight:** Need for comprehensive visibility across all modules without manual intervention.

Solutions Implemented

Dealer Side Modules

We streamlined the dealer-side operations with the following modules:

1. **Purchase Orders:**
 - Maintained detailed records of dealer purchases, including orders placed and received.

2. Delivery Challan:

- Enabled dealers to receive delivery challans (DC) and update records accordingly.

3. Dealer Inventory:

- Tracked available vehicles, sold vehicles, and those awaiting replacement.

4. Enquiries Management:

- Managed dealer inquiries with stages like *added*, *pending*, *sold*, *follow-up*, *cancelled*, and *converted*.

5. Customer Management:

- Centralized customer details, including purchase history and communication records.

6. Payment to OEM:

- Automated dealer payments to OEMs.

7. Quotations and Bookings:

- Simplified the process of generating quotations, pre-booking vehicles, and final bookings.

8. Customer Delivery Challan:

- Enabled dealers to issue delivery challans for customers efficiently.

9. Customer Payments Module:

- Maintained records of customer payments, ensuring financial transparency.

OEM Side Modules

To address OEM-specific requirements, the following modules were developed:

1. Department Management:

- Included **QC (Quality Control)** to monitor all stages of stock addition.

2. Warranty and Service:

- Tracked warranty claims and service details for all scooters sold and dealer stock based on serial numbers (chassis number, battery, charger, etc.).

3. Admin Dashboard:

- Provided centralized access to all dealer and OEM data for administrative use.

4. Sales Team Dashboard:

- Displayed comprehensive dealer data assigned to specific sales team members.

5. Marketing Team Modules:

- Focused on enquiry management, follow-ups, and sending promotional messages.

6. PDI and Dispatch Management:

- Monitored stock addition stages, complete order details, and inventories with restricted editing rights.

7. Dealer Sales and Service Management:

- Handled all dealer-related data, including service follow-ups and warranty claims.

Key Features

1. Centralized Inventory Management:

- Unified data for both dealers and OEMs with accurate real-time tracking.

2. Search and Trace:

- Enabled searching for sold and dealer stock scooters by unique identifiers like chassis numbers.

3. Role-Based Access Control:

- Limited access to specific data for marketing, sales, and dispatch teams to ensure data security and clarity.

4. Integrated Payments and Quotations:

- Automated payment and quotation processes to enhance efficiency.

5. Comprehensive Enquiry Management:

- Tracked customer journeys from enquiry to sale and follow-up, ensuring high conversion rates.

Benefits

1. Streamlined Operations:

- Unified platform for dealers and OEMs minimized operational redundancies.

2. Enhanced Customer Experience:

- Improved service with faster follow-ups and transparent warranty processes.

3. Accurate Reporting:

- Enabled data-driven decisions with detailed records and inventory tracking.

4. Efficient Communication:

- Automated communication workflows between OEMs, dealers, and customers.

5. Scalable Design:

- Flexible solution to accommodate future business needs and additional modules.

Conclusion

The implementation of a comprehensive Zoho Creator solution for Gaura Electric Vehicles has revolutionized their operational landscape. By addressing the specific challenges faced by both the dealer and OEM sides, the solution has streamlined processes, enhanced collaboration, and provided real-time visibility across all modules.

With centralized data management, role-based access control, and automated workflows, Gaura Electric now enjoys operational efficiency and superior customer service. The scalable design of the solution ensures that the system can grow alongside the company, accommodating future expansions and evolving business needs.

Gaura Electric's commitment to innovation in green mobility is now complemented by a robust digital framework, empowering them to achieve their mission of delivering sustainable, high-quality electric vehicles while maintaining operational excellence. This case exemplifies how technology can drive business transformation, setting a strong foundation for continued growth and success.

Leskcode