




Sales Enquiries

  
USA  
+1 877 834 4428  
+1 844 584 2497

  
UK  
+44 (20) 35647890  
+44 8009177225

  
SINGAPORE  
+65 6723 1040

  
INDIA  
1800 103 1123  
1800 572 3535


  
FRANCE  
+33 805542462

  
SWEDEN  
+46 201408150

  
NETHERLANDS  
+31 707007083

  
GERMANY  
+49 8000229966

  
ITALY  
+39 (0) 287103737

  
SPAIN  
+34 918368598

  
AUSTRALIA  
+61 2 80662898

# A Unified Customer Experience Platform

Zoho CRM Plus empowers your sales, marketing, and support operations to work as one. Deliver an exceptional experience to every customer across all stages of their lifecycle, and convert them into brand advocates.



[sales@zohocorp.com](mailto:sales@zohocorp.com) | [zoho.com/crmplus](https://zoho.com/crmplus)



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Trusted by over  
**60 million**  
users worldwide





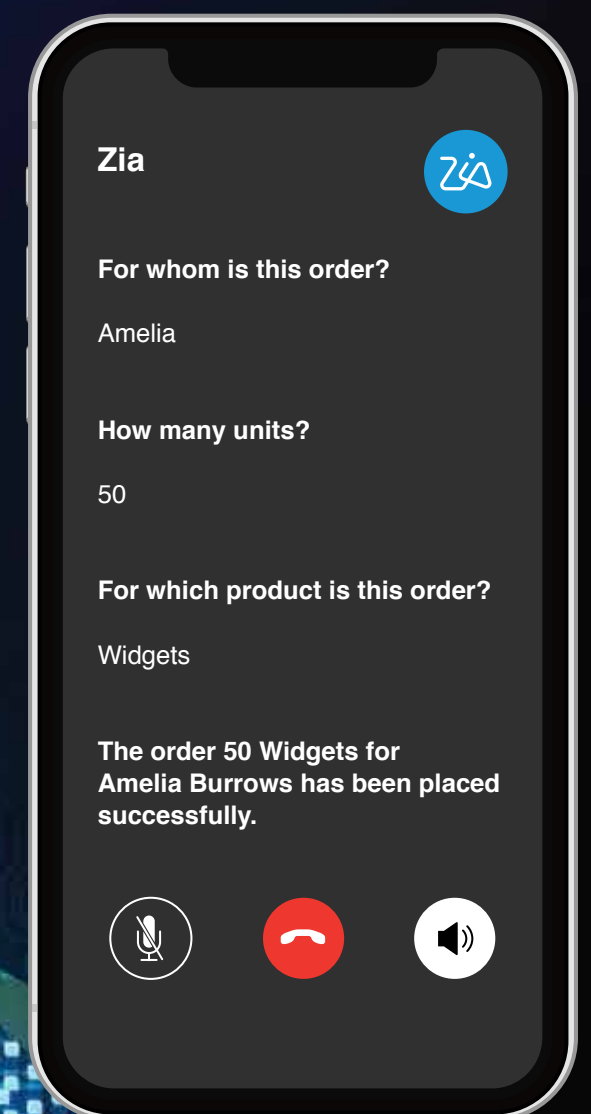
# Zia

## and the power of AI

Zia, Zoho's AI-powered assistant helps your sales, marketing, and support teams identify customer sentiments, predict anomalies in processes, auto tag customer tickets, and helps support agents frame better customer responses.

# Conversational AI assistance

Access contextual customer information that's spread across different customer touch points through simple chat and voice messages, with Zia voice. Zia also performs actions on your behalf like generating insightful reports about different aspects of your business.

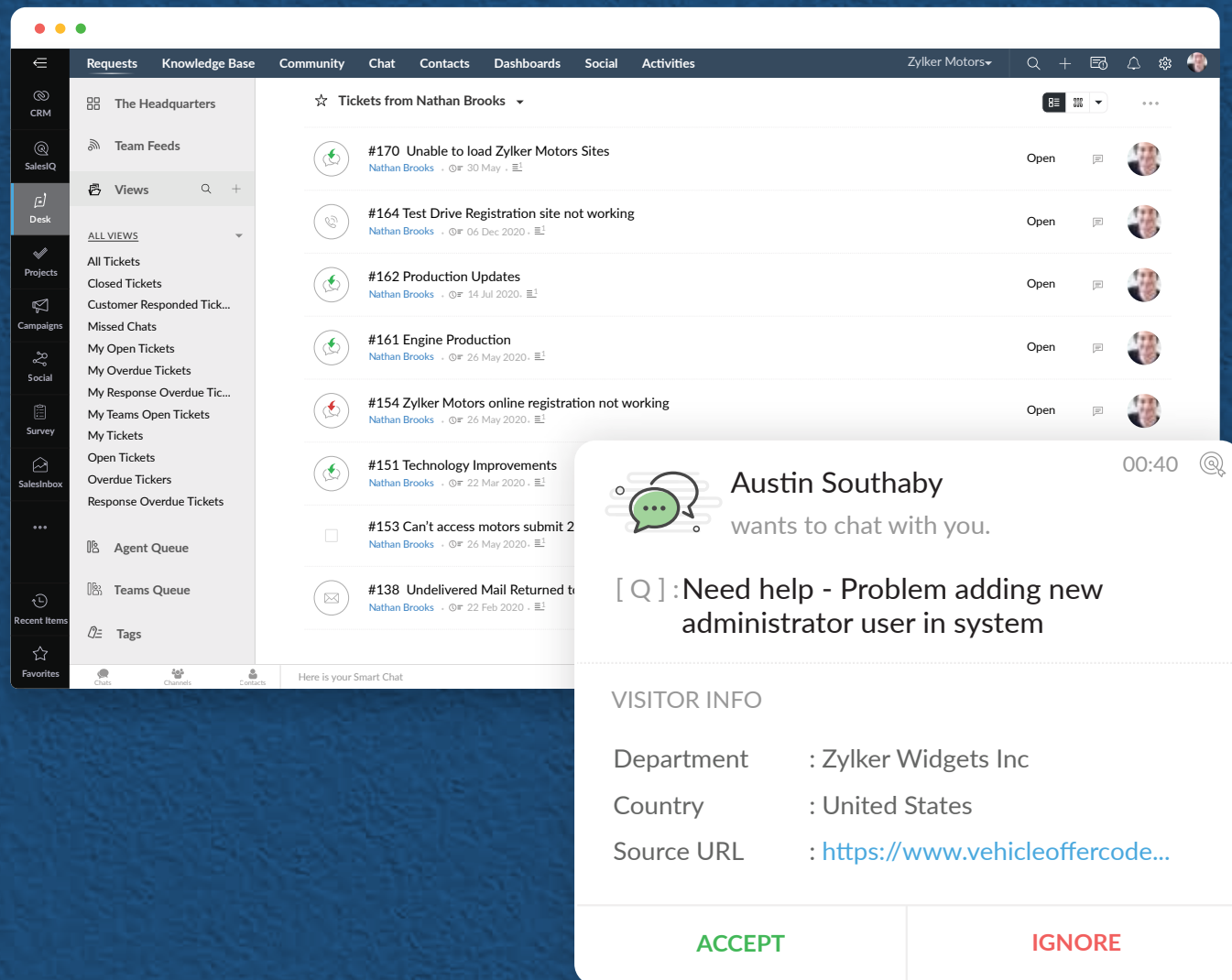




# Omnichannel customer engagement

Zoho CRM Plus allows your customers to reach out to you through their preferred channels, while enabling your business teams to seamlessly switch between channels, at will.

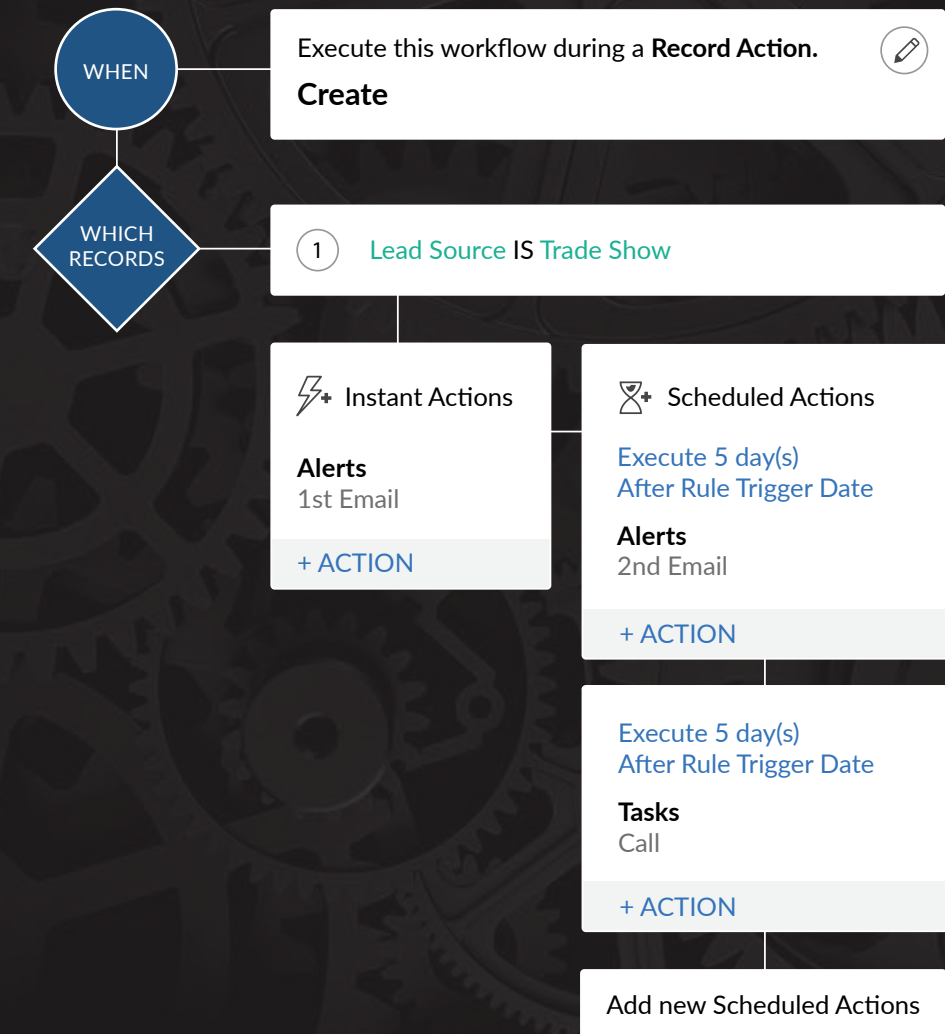
- Convert online live-chats into phone conversations.
- Answer customer calls from within your ticket interface.
- Convert social media interactions into customer tickets to get ahead of problems, while helping solve them faster.



# Smart automation

Automate routine tasks with Workflows and Macros. Automatically assign leads and customer tickets to your teams using Assignment rules. Zoho CRM Plus helps to make your workday more productive.

Nurturing rule for trade show leads @ Leads





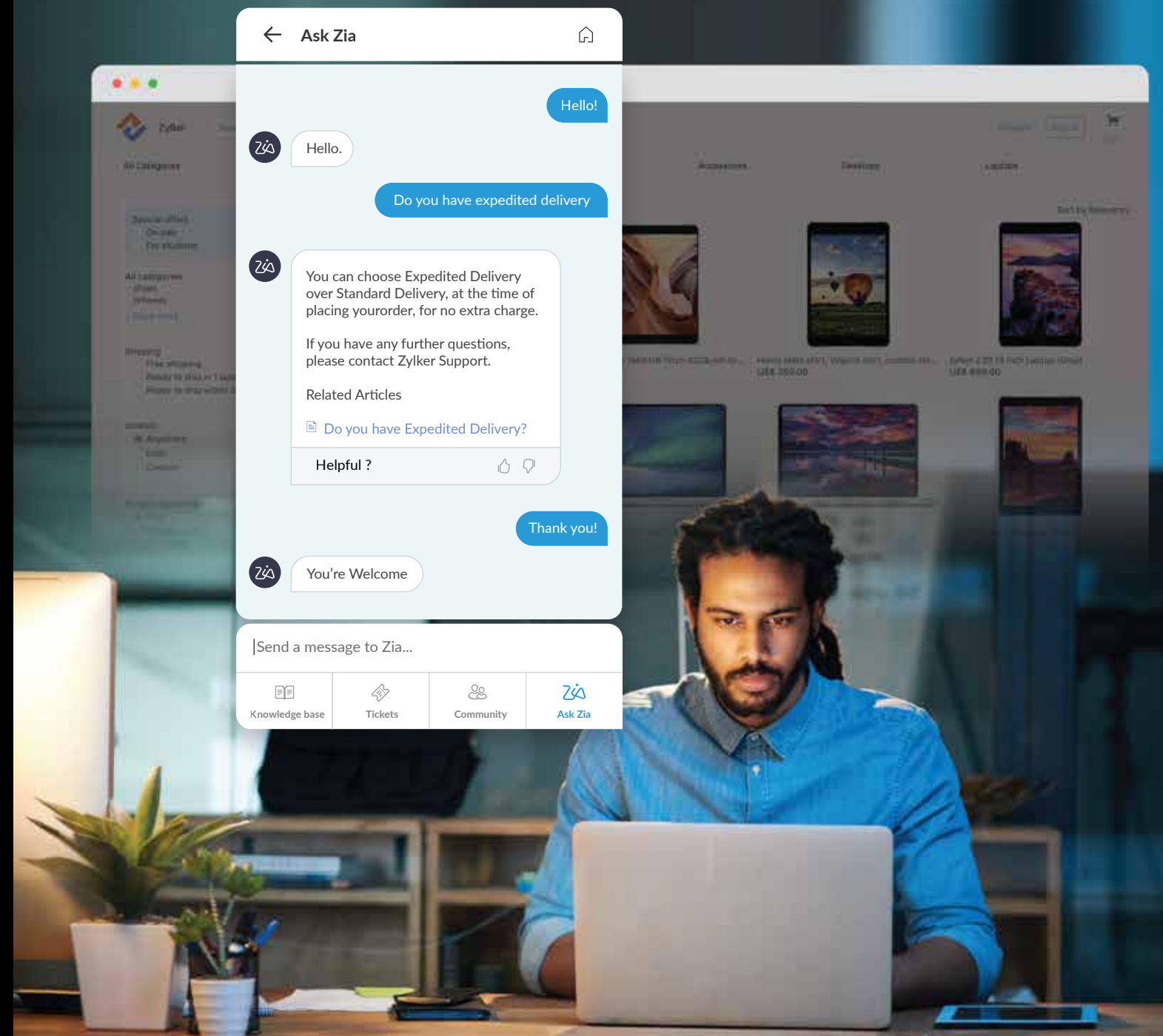
# Account-based marketing

Stay focused on the right accounts, send personalized campaigns, measure and optimize campaign ROI, and uplift your account-based marketing efforts.



# Take your help center where customers are

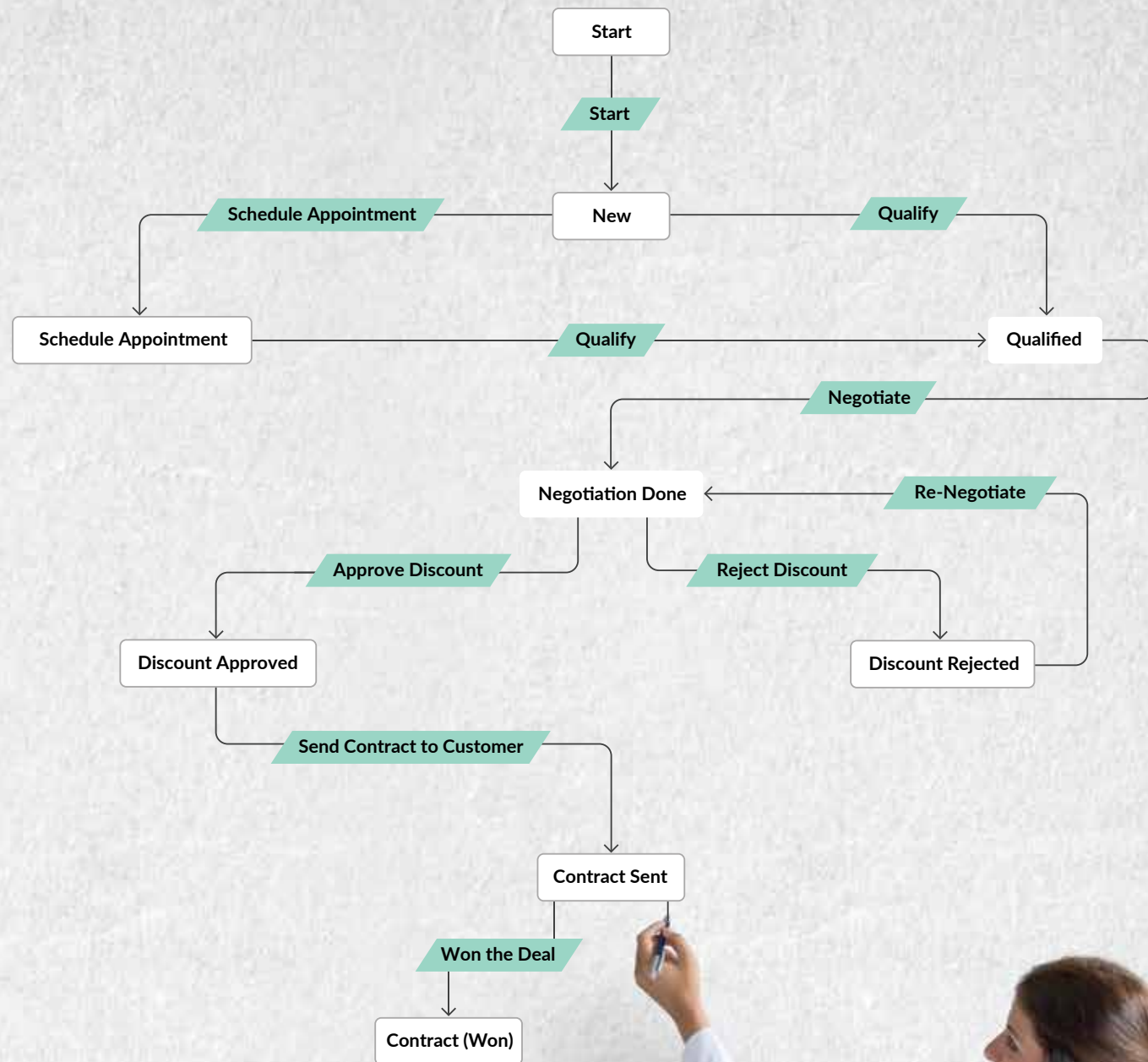
The ASAP plug-in lets your customers quickly find answers from your knowledge base, directly raise tickets, or chat with your support agents, all from within your website or mobile app.





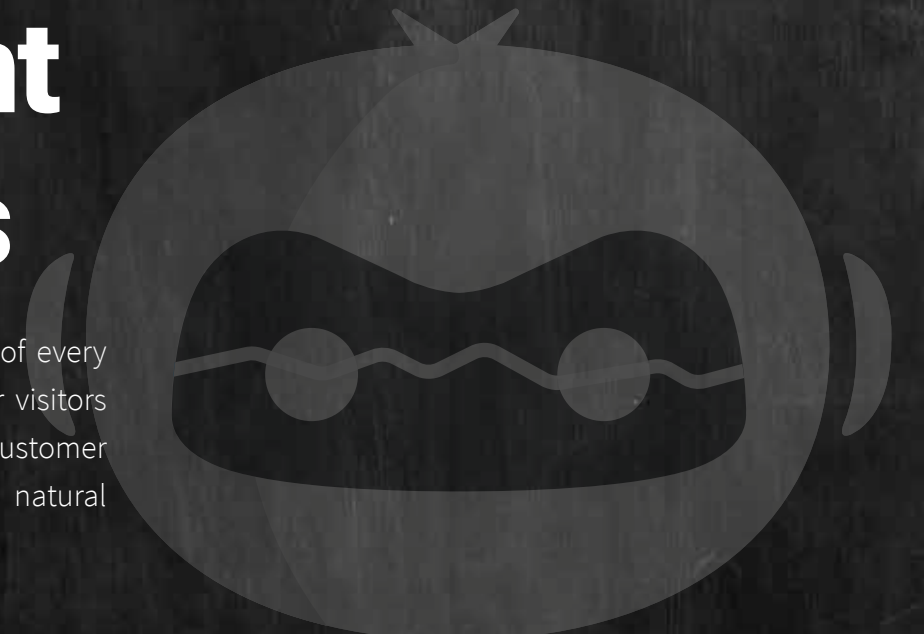
# Process automation

Build and automate processes that connect your sales, marketing, and support teams. Make sure leads, deals, or tickets don't stay in a particular stage for more than a specified time by using Blueprint.



# Intelligent chat bots

Zobot helps you make the most out of every visit to your website by greeting your visitors and engaging them with free-flowing customer support conversations that feel like natural human interactions.



zylkermotors

Home Contact New Cars Used Cars Price List Others

Welcome to Zylker Motors

Browse our services

Zobot Happy to support you!

Zobot: How can I help you?

You: I'm looking to buy a car.

Zobot: Set the price range

100\$ 20000\$ 30000\$ 50000\$ 60000\$

30000\$ - 50000\$

Skip >>

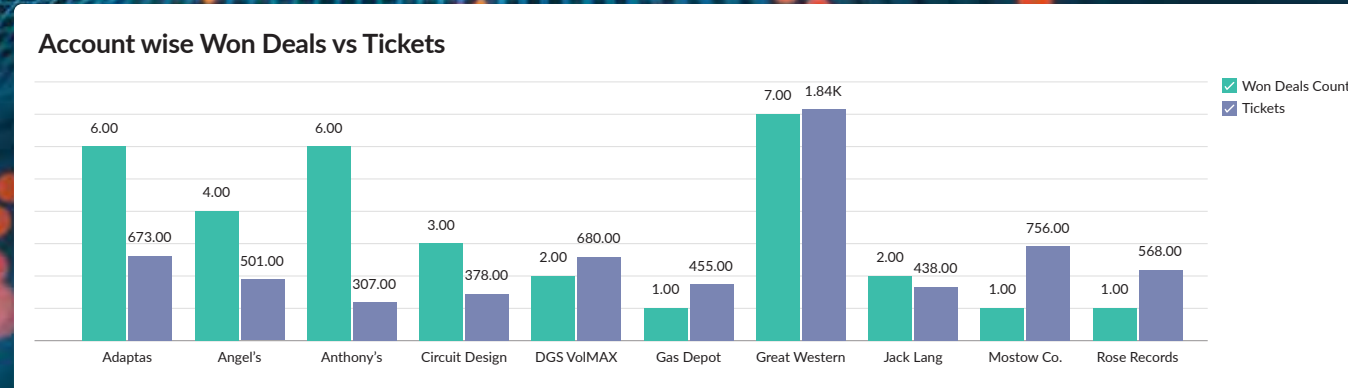
Choose the input from the message



# Powerful, unified analytics

The most powerful component of the platform is the set of more than 300 preset dashboards. The dashboards provide you ready access to a blend of critical business metrics across CRM, Desk, Social, and more. Get a holistic picture of what's happening in every part of your business, all in one place.

## Sales & Support Dashboard



# Top-notch security

With our strong, built-in security features, Zoho CRM Plus will ensure your customers' data is protected, while giving employees the flexibility to get their work done.



GDPR-ready



Secure IP restrictions



Two-factor authentication



Audit logs



Set access permissions

and much more!





Here's what our customers have to say

Zoho CRM Plus is a powerful and unified customer experience platform. It is the perfect Omnichannel solution that empowers us to effectively reach out and engage with our customers right where they are. Combined with powerful analytics and integration with Jive's hosted voice solution, this unique platform allows us to keep track of every customer interaction on a single interface, helping us increase our productivity across the business and improve our customers' satisfaction.

Dano Ybarra

Vice President, International Sales and Business Development, Jive Communications.



Zoho's Customer Experience Platform is extremely powerful yet simple to use.

It has enabled us to collaborate across all of our customer-facing teams due to having the apps on one interface, while reducing reporting delays because we are able to track our ROI using Zoho Analytics. Because this is a unified platform, there were no integrations needed, enabling us to successfully implement it across our India, Australia, and China offices within just 10 days. We have not looked back since!

Joydip Ghosh

Director Marketing APAC, Wilson Learning Worldwide



Zoho's Blueprint has helped NavGurukul streamline multiple sales and marketing processes. Our training time has gone from 12 hours to an unbelievable 1.5 hours, while the volume of calls we can now handle has increased up to 3x.

Rishabh Verma  
Co-founder, NavGurukul



We've been using the Zoho Customer Experience Platform for over 2 years now and we couldn't have asked for anything better. Zoho has constantly improved its user experiences and functionalities that is helping businesses like ours deliver better experiences to our customers. Zia's conversational abilities and intelligence to assist our customer-facing teams all along the customer journey is what we love the most.

Hanh Nguyen  
Digital Marketing Manager, Aqua Expeditions

