



ZOPRENEURS

Sales Simplified



Zoho
Premium
Partner

GamaLearn

A Case Study Overview



GAMALEARN



SwiftAssess®

STREAMLINING DATABASE
MANAGEMENT AND SALES PROCESSES
WITH Zoho CRM



OVERVIEW

GamaLearn is a leading e-learning solutions provider based in the UAE. With a strong focus on corporate training, educational platforms, and content digitization, GamaLearn empowers organizations and institutions to deliver smarter, more scalable learning experiences. The company is also the creator of **SwiftAssess**, a robust assessment management platform trusted by academic institutions and enterprises across the region.

EXECUTIVE SUMMARY

GamaLearn, known for its flagship platform **SwiftAssess**, is a UAE-based e-learning solutions provider specializing in corporate training, education platforms, and digital content transformation.

To improve pricing accuracy and streamline business processes, GamaLearn sought a seamless integration between **Zoho CRM and Zoho Creator**. The objective was to enhance automation and operational efficiency, reducing manual intervention and enabling smarter decision-making across departments.



"We needed a system that could handle complex pricing structures and automate our workflows. Zopreneurs provided a seamless solution that optimized our entire process."

PROBLEM STATEMENT AND KEY CHALLENGES

GamaLearn relied on Zoho CRM and Zoho Creator for managing deals and training packages, but faced:

Key Challenges:

- Discrepancies in Total Package Cost calculations, leading to manual corrections.
- Lack of automated payment tracking, resulting in inefficiencies in multi-year agreements (MYA).
- Promo code limitations, requiring manual validation and discount application.
- Field synchronization issues between Zoho Creator and Zoho CRM, affecting mail merge personalization.

"The manual processes were time-consuming and prone to errors. We needed a system that could automate these tasks seamlessly."

EVALUATION OF THE PROBLEM

Zopreneurs' Approach:

Conducted an in-depth system audit to analyze existing CRM and Creator workflows.

Identified data discrepancies and areas for process automation.

Developed a roadmap for seamless integration, automation, and optimization.



PROPOSED SOLUTIONS

Zopreneurs customized Zoho CRM and Zoho Creator to address GamaLearn's needs by:

Key Enhancements:

- ✓ **Total Package Cost Field Fix:** Automated cost calculations and real-time monitoring.
- ✓ **Payment Terms Builder Component:** Added a subform under Deals Module for structured payment tracking.
- ✓ **MYA Configuration in Zoho Creator:** Automated discount and pricing structures for multi-year agreements.
- ✓ **Promo Code Integration:** Enabled automatic validation and exclusion of expired codes.
- ✓ **Data Synchronization:** Integrated CRM and Creator fields for error-free mail merge personalization.



IMPLEMENTATION

Execution Timeline:

- ✓ Project Completion Time: 4 Weeks
- ✓ Challenges: Resolved data discrepancies and optimized system configurations.
- ✓ Additional Services:
 - Bug fixes for pricing errors.
 - Cleanup of unused fields in Zoho Creator.
 - Training for Gamalearn's team on the new automation.

RESULT

After implementing the Zoho CRM-Creator integration, GamaLearn achieved:

- 🚀 95% accuracy in Total Package Cost calculations.
- 📈 30% reduction in manual effort for payment processing.
- 💡 Seamless data synchronization, eliminating previous inconsistencies.
- 📊 Faster proposal generation, enhancing customer experience.



"Zopreneurs transformed our CRM operations, allowing us to focus on growth rather than manual corrections."

