



# HOUSE OF PARMAR A Case Study Overview

HOW HOUSE OF PARMAR LEVERAGED ZOHO CRM TO  
TRANSFORM CUSTOMER MANAGEMENT, STREAMLINE  
OPERATIONS, AND MODERNIZE THEIR SALES INFRASTRUCTURE





## OVERVIEW

House of Parmar faced delays and inconsistencies due to manual work and scattered customer data. Zopreneurs implemented Zoho CRM to centralize information, automate workflows, and streamline reporting.

### Key Takeaways:

- One unified customer & sales database
- Automated workflows across all branches
- Faster follow-ups & improved customer experience
- Accurate monthly and brand-wise reports
- Smooth data migration & strong user adoption

## EXECUTIVE SUMMARY

House of Parmar, established in 1956, is a leading UAE tailoring brand known for bespoke craftsmanship and innovation. Operating two brands—Bespoke and Parmar Tailors,—supported by consultancy services, the company needed a modern CRM to centralize customer data, streamline operations, and maintain its legacy of personalized service across multiple branches



# PROBLEM STATEMENT & KEY CHALLENGES

- Scattered Data: Customer info spread across multiple sources.
- Slow Tracking: Sales and appointments managed manually.
- No Visibility: Leadership lacks real-time insights.
- Missed Opportunities: Manual reminders fail.
- Cumbersome Reports: Performance reports take hours to compile.



## EVALUATION OF THE PROBLEM

- Data & Gaps: Reviewed legacy sources and operational issues.
- Branch Workflows: Mapped processes for all teams.
- Sales & Appointments: Assessed workflow efficiency.
- Reporting Needs: Defined requirements for key reports.
- Roles & Permissions: Audited user access and responsibilities.



## **PROPOSED SOLUTION**

Zopreneurs implemented Zoho CRM for House of Parmar, tailored to their specific tailoring workflows.

- Centralized Database: 50+ custom fields for measurements, customer groups, fabric details, appointments, branches, and more.
- Automated Sales Pipeline: Deal creation, stage updates, and branch notifications.
- Role-Based Access: Custom access for operations, marketing, and management.
- Advanced Reporting: Auto-generated monthly, article-wise, staff, and brand sales reports.
- Branch Notifications: Instant alerts for new leads, contacts, or deals.
- Custom Modules & Automation: Streamlined processes for tailoring-specific workflows.

## **IMPLEMENTATION**

The entire implementation was completed in record time, following Zopreneurs structured delivery methodology:

- Onboarding & SOW Finalization
- Technical Setup
- Database Structuring (Leads, Contacts, Accounts)
- Automation Configuration
- Report Building
- Custom Module Development
- System Testing (Internal + Client UAT)
- User Training
- Data Migration
- Go-Live



## RESULT

- 100% Centralized Data – All 2 brands now run on a single platform.
- 95% Less Manual Reporting – Reports are auto-generated in minutes.
- Real-Time Sales Visibility – Instant updates for branches and managers.
- Higher Staff Productivity – Automated follow-ups and reminders reduce missed opportunities.
- Better Customer Experience – Consistent communication and full history tracking.
- Smarter Management Decisions – Dashboards provide actionable insights for forecasting and performance.



*“Zoho CRM, implemented by Zopreneurs, has modernized our entire operation. Our decision-making is faster, our workflows are smoother, and our customers feel the difference.”*

*— Prakash Parmar, CEO*



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