



It has been a great investment.

Australia's premier security company runs entire business on Zoho

COMPANY PROFILE



INDUSTRY
Security & Investigations



TYPE
B2C



SIZE
501-1000 employees

COMPANY CRM CRITERIA



Customization



Mobile App

“I am blown away by the speed in which Zoho is able to respond and help us,” said Carlos Perez, head of IT and marketing from his office in Sydney.

His company, **Southern Cross Protection (SXProtection)**, integrated with Zoho CRM in September 2015. Since its inception 90 years ago, SXProtection has grown into an expansive security operation with over 1,000 employees in offices across Australia.

SXProtection’s primary business is to protect people, businesses, and their assets. Working with companies both large and small, they provide services such as private security, access control, CCTV, alarm response, and other security-related services. Additionally, they are the largest mobile fleet in Australia with about 132 vehicles on the road, along with sub-contractors who do over 16,000 site visits every day.

Challenges:

“About two years ago, we started a transformation,” Perez explained. “We sought to change our culture, converting our business mantra to something more customer-centric. This involved changing the back office to achieve the results we wanted.”

SXProtection’s sales and marketing team was negligible at that point, and they had no dedicated staff to support the customer centric culture they wanted to cultivate. Primarily, they tracked their sales pipeline through Excel spreadsheets. To manage the activities of security contractors (the individuals making site visits across the country) their managers used an operational CRM as a sort of dispatch to record events for clients.

However, once that cultural transformation unfolded, SXProtection’s sales and marketing team broadened to include more than a dozen members. It was at this point that SXProtection started looking seriously at integrating a better CRM to manage a newly developed sales and marketing department.

Solution:

“You can go nuts googling different CRMs,” said Perez. “The problem we saw with large companies like Salesforce was that they offered a very expensive piece of software, with several features that we didn’t need to run our business. We really wanted to be able to mold the CRM. Flexibility was critical and was the primary requirement of what we sought from the beginning.”

During this search, they found Zoho CRM and discovered it was a perfect fit for their criteria in terms of flexibility. As a result, SXProtection now has over 800 employees using Zoho.

“We’ve molded the CRM and made it not only our sales and marketing CRM, but also our operational CRM,” said Perez. “Zoho is at the center of everything we do, and literally all of our processes come in and out of it. The process to go live was very smooth, and we were able to get up and running without any external assistance.”

Results:

“Our employees in the field love the mobile app that is integrated with Zoho. They record more information on the job, which adds value to our clients,” Perez said. “Plus, we now have transparency with our sales team, and, as a result, the senior management is able to track at a high level where the business is sitting.”

With the success of integrating Zoho CRM, SXProtection has implemented a suite of other Zoho systems like Zoho Expense, Zoho Projects, and Zoho Reports.

“What I find interesting is that, usually an out-of-the-box CRM could not be used in this business, as the nature of our operation is so complex. But Zoho has been extremely responsive to our needs,” Perez emphasized.

“We see Zoho as an integral part to running our large operation, existing at the center of everything we do.”

“It has been a great investment,” Perez added. “People like using it and it is a great value for the price.”

“With any other large CRM company, you have to put a request through and then wait weeks. It’s frustrating because your business is at a standstill just waiting to make these necessary changes. But that is not the case with Zoho. They are incredible at quickly meeting our needs as a business. I would recommend Zoho any day of the week.”



Zoho CRM is a cloud-based software for managing your customer relationship in a better way. It helps streamline your organization-wide sales, marketing, customer support, and inventory management functions in a single system. We are light on your pocket and the features and integrations we give you are unmatched.

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