

Case Study



Fazenda

# A rich menu of Zoho solutions simplifies operations for the growing Rodizio restaurant group



[zoho.com](https://zoho.com)

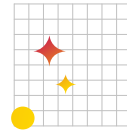
# FAZENDA

RODIZIO BAR & GRILL

## The Company



We exist to make our guests feel **special.**



Since 2010, Fazenda's restaurants have consistently delivered a sumptuous South American dining experience to hungry food lovers in the UK. Delivering delicious authenticity via an array of Argentinian and Brazilian dishes, the restaurants are known and celebrated for their traditional cooking techniques, depth of flavours, elegant service and opulent settings. Operating a Rodizio format, Fazenda's guests are free to set the pace of indulgence, grazing on mouth-watering grilled meats, sipping cocktails or enjoying fine wines.

With an expanding network of highly popular restaurants in cosmopolitan city centre locations, each with their diaries full of reservations, Fazenda have explored a number of software solutions to support the growing business over the years. Yet none delivered low-friction operations, meticulous record-keeping facilities and seamless internal and external communication channels like Zoho.

We sat down with Natalia M. Andrade, Head of Marketing at Fazenda, to understand the eatery's adoption of an intuitive, integrated suite of Zoho applications and the benefits they've instilled across the business, its team's productivity and its guests' experiences.

# The Challenge

Improve organisation, communication and achievement across restaurant locations, departments & roles



We needed more to not only communicate, **but to achieve things.**



## Natalia M. Andrade

Head of Marketing, Fazenda

With as many as 450 team members spread across six restaurants, a head office site and numerous remote locations, it's always been imperative for Fazenda's channels of communication and methods of organisation to be seamless, synchronised and easy to use. But finding the perfect software to facilitate the vast amount of conversations needed had proven a significant headache.

In the early days, Fazenda's colleagues communicated only by email, but Natalia recognised that this method was simply not cutting the mustard. For instance, an important collaborator would accidentally be left out of the conversation initially, only to have to catch up quickly with the many to-and-fros of long email threads once included. Furthermore, necessary attachments would often be missed off emails and contributors would then have to hit resend, adding to the mounting backlog of messages within inboxes and disturbing the flow of conversations.



Turning to more sophisticated software, Fazenda's 450 staff members trialled Slack as an instant messaging application, followed by Facebook Workplace. Whilst both platforms allowed colleagues to message easily, create chat groups and use feeds, they fell short of delivering the company's wider goals to cultivate a go-to information repository with inbuilt communication channels and the tools to organise and collaborate on their workload via tasks. The structured, organised online workspace that Fazenda desired was ultimately not possible using either platform. To make matters worse, Fazenda were unable to integrate either solution with other applications used across the business, which created unwanted silos across their tech stack.

# The Solution

Let the conversations flow with Cliq & Connect



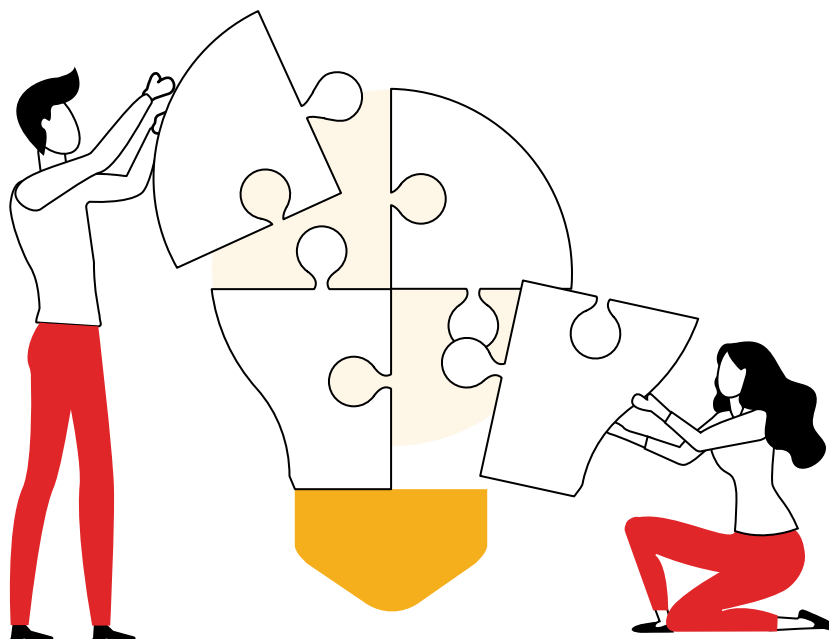
**We found Zoho,**



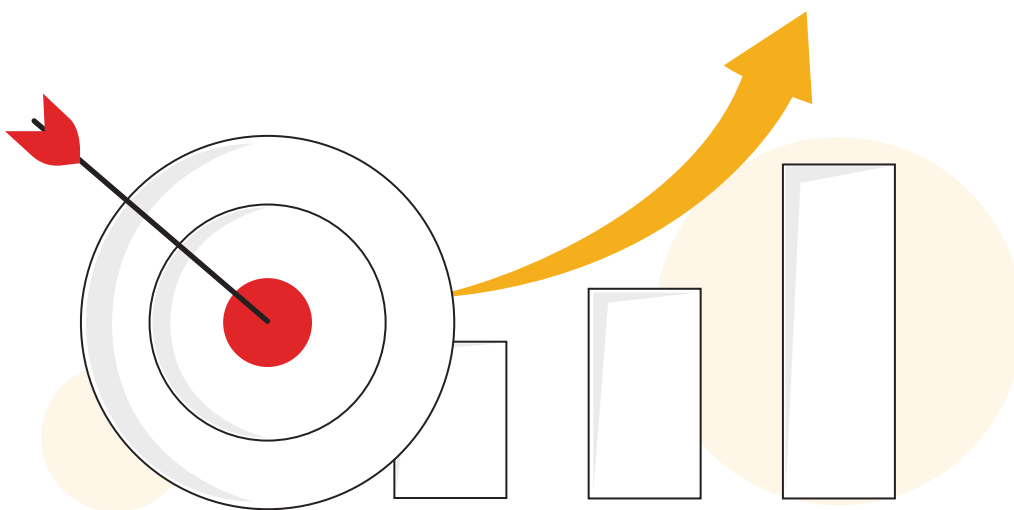
and that's the way we communicate on a daily basis. We now had something that was going to work for us for the future.

**Natalia M. Andrade** - Head of Marketing, Fazenda

The answer to Fazenda's dialogue-disrupting troubles came when Natalia discovered Zoho and combined Connect and Cliq to create a powerhouse duo of collaborative discussion and work - with a sprinkling of social added for good measure. Suddenly, Zoho's adoption enabled a crescendo of conversations to flow freely, be that chatter over a new seasonal menu, announcements about a new restaurant opening, notifications about ingredient delivery times or a flurry of "happy birthday" messages for a celebrating colleague.



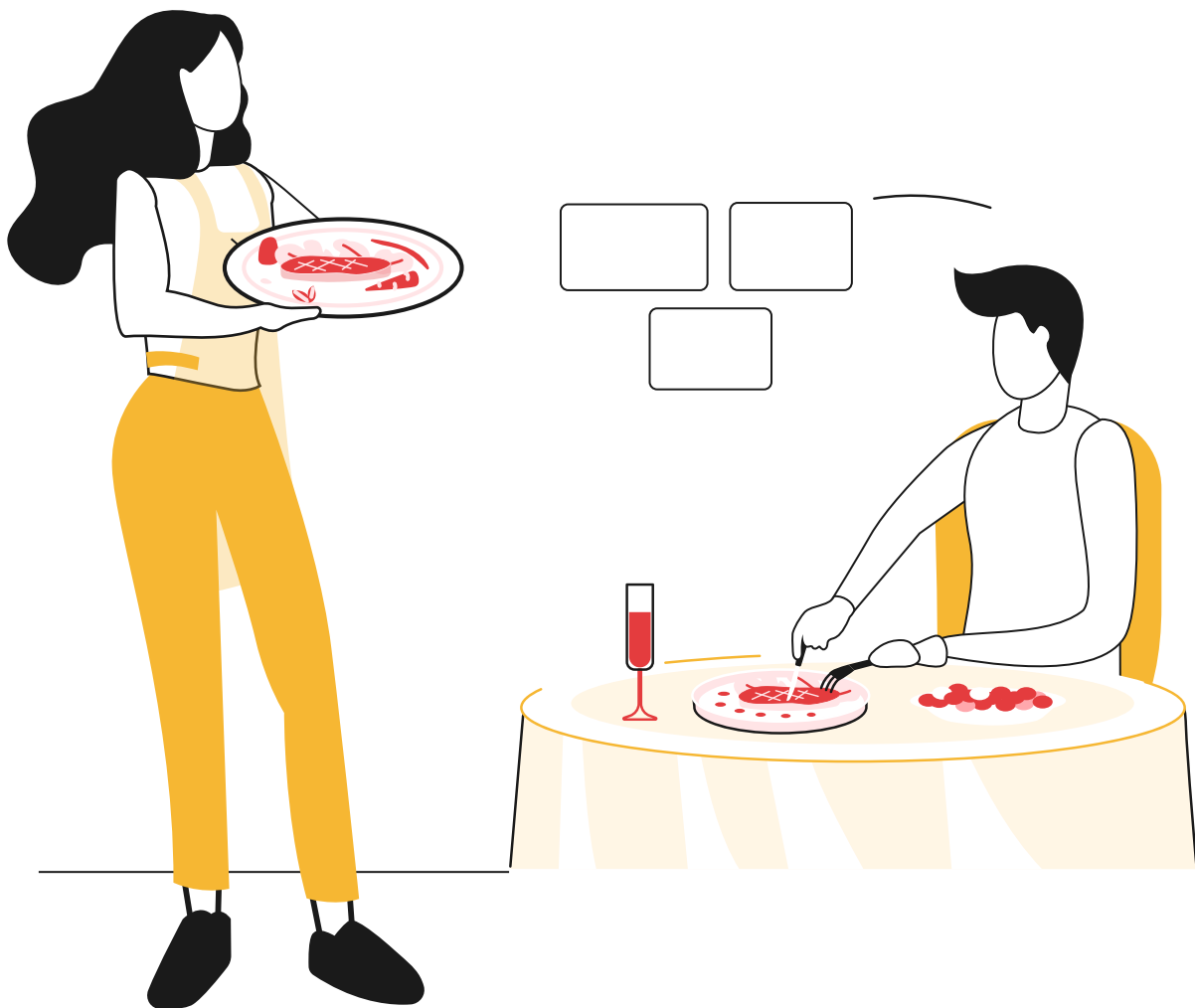
Today, the Zoho Connect platform is the primary way that Fazenda functions operationally. From simple to-do lists, to longer-term projects and one-off or repeat tasks, Connect helps the business create, organise, progress and complete workloads to achieve its goals, tick by tick. Highly flexible, Zoho Connect allows Fazenda to organise hundreds of users across separate groups and task boards, some publically accessible and some private, to toggle permissions on and off, assign responsibilities, add reminders, upload documents, set priority levels and auto-populate the stages of a to-do list. Each division of the business is represented via their own groups and boards, including senior management, the management teams for each restaurant, the accounts department, deliveries teams, marketing, reception and complaints. Within these dedicated spaces, members can drill down into the specifics of each task, or get an overview of their department's entire activity at a glance. Natalia refers to Connect task boards as "the bread and butter of our daily working lives", appreciating the comprehensive structure, accountability and efficiency it offers the business across departments, roles and sites, as well as across multiple devices like desktop, phones and tablets.



Not just a centralised resource for company-wide information, individual employees are able to create their own personal task boards to manage and co-ordinate their to-do lists, set themselves reminders and store private information. The feeds within Connect act as a personalised notifications centre for each user, pulling in all the latest posts from the groups they belong to, announcements from groups they follow, where relevant polls are shared and even where their restaurant rotas are published.

# Taking chaos off the menu

When it comes to creating new food and drink menus, whether for a specific occasion like Valentines Day or just for a seasonal refresh, Fazenda now streamline the process using Connect. Templated pre- and post-launch task boards created by Natalia make breaking down the job a breeze, from the idea stage, through discussion, content creation, design, photography, editing, publication, printing, ordering and marketing. What's more, because each restaurant has its own tailored menu, Fazenda's management need to be able to involve only the relevant colleagues in these processes, which Connect facilitates easily by associating either individual members, roles or profile types to a board.



Alongside Connect, the teams at Fazenda also use Zoho Cliq extensively on a daily basis. Cliq allows them to check in and out of work for the day, notify others when they're on annual leave and post status updates if they're busy, unavailable or in the middle of service. Staff can also check into each of the six different restaurant locations to let their teams know where they are stationed on any particular day. Natalia praises this functionality within Cliq for creating a "common ground" for Fazenda's network of employees, who are scattered across the UK working different shift patterns, but who can be reached seamlessly at almost any time and their availability understood instantly at a glance.

As a result of powering their entire operational activity via Zoho Connect and Cliq, which interconnect with one another flawlessly, Natalia reports that Fazenda have seen new levels of "organisation, communication and achievement" emerge across the business, which is exactly the recipe for success needed to help them scale as they continue to grow.

## A feast of Zoho apps in use



Having these tools is  
**invaluable for us** ✨ 

**Natalia M. Andrade** - Head of Marketing, Fazenda

Beyond Cliq and Connect, the team at Fazenda supplement their tech stack with Zoho Projects and Zoho Social, as well with a custom app for visitor management built using Zoho Creator.





**Projects:** Natalia and her team share the Projects application with an external designer and use the platform primarily for artistic work, from food menus, drinks menus, wine menus, business cards and more. The low-touch process they have cultivated involves each task being created inside Projects, the brief added, a priority level and deadline assigned and then pushing to the designer who is notified automatically. Once the new work or a round of edits has been completed, the designer uploads the assets straight into Projects for proofing by the Fazenda team. What Natalia finds particularly useful is Project's generous storage capacity which allows her to pull up and refer to any menu from their back catalogue within only 2-3 clicks.



**Creator:** Fazenda self-developed a visitor sign-in portal inside our low-code app building platform, Zoho Creator, testament to its user-friendly capabilities. Hosted through an iPad in the reception of each premises, the app manages restaurant visitors such as contractors, suppliers and head office staff, logging the hours they are on site, walking them through pertinent regulations, and asking them to sign relevant health and safety declarations. The Creator app accounts for everyone who is on site at Fazenda at any one time in order that guests whereabouts can be retrieved in the case of an emergency. Natalia says that having the ability to customise any app inside Zoho Creator to Fazenda's exact needs is "priceless."

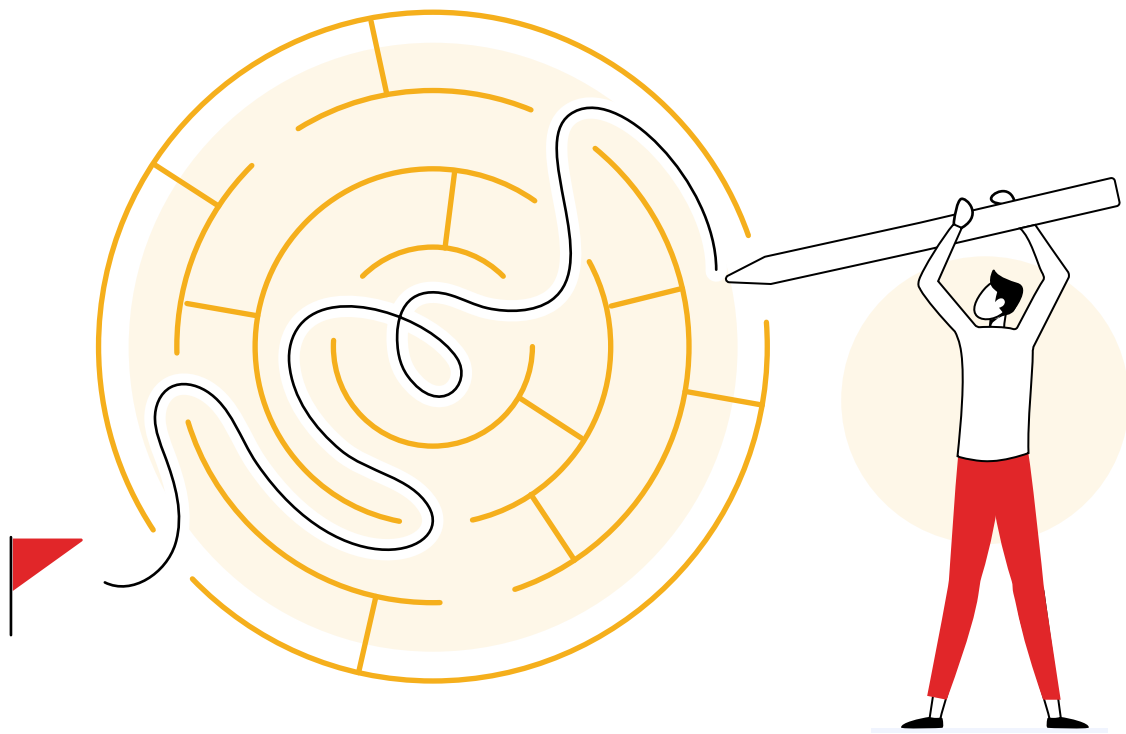


**Social:** In order to manage their popular LinkedIn profile, Fazenda employ Zoho Social's tools for scheduling, conversation management and audience engagement to easily maintain their presence and digital reputation from one central dashboard. Most significantly for Fazenda, Zoho Social allows them to create shortened URL links which can be embedded into social campaigns or even emails, for instance promoting new menus or directing followers to their reservations pages for an event. Using these custom-generated links means that the marketing team can track insights such as the number of clicks and the overall campaign reach from directly inside Zoho Social.

# About Zoho Connect

Build a thriving workplace culture with Connect's centralised intranet solution for internal communications, employee engagement and collaboration. Designed to bring together your employees, partners, vendors and anybody and everybody who adds value to your work, Connect is the ultimate space for crushing your goals and sharing important updates hassle-free.

**Please find out more via our website:** <https://www.zoho.com/connect/>

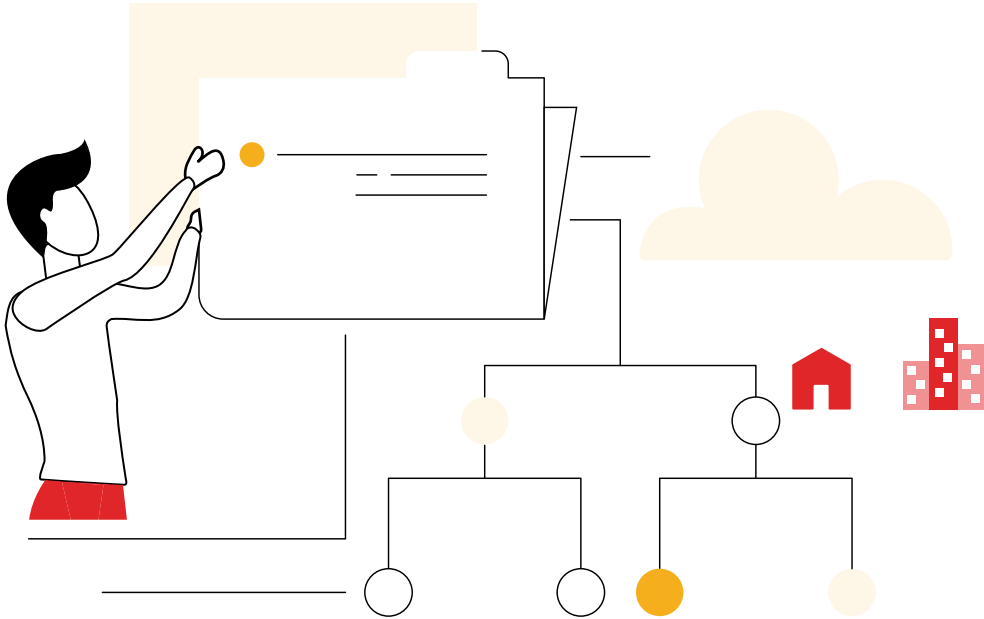


# About Zoho Cliq

A social hive of activity, discussion, interaction and more, Cliq is the only instant messaging app your team needs to succeed in the fast-paced world of business. Engage in one-to-one chats, group discussions and topical threads, share links, documents, voice notes and files with colleagues, make audio and video calls, check in and out of work or send an approving emoji or a dynamic birthday gif - Cliq lets you do it all.

It's vibrant, user-friendly interface and powerful functionalities enables organisations to build strong, professional teams and promotes synergistic colleague relationships, no matter if your workforce is remote or based in-office.

**Please find out more via our website:** <https://www.zoho.com/cliq/>



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Connect



Cliq



Projects



Creator



Social