



ZOHO for Enterprise

Incorporating **integrated analytics** into employee workflows

Unified Business Analytics, Q4 2021

Integrated analytics offer a compelling way to prevent information silos, encourage employees to make better, more data-based decisions, and improve cross-department collaboration.

Organizations may be used to thinking of analytics in terms of website visitors, conversion rates, or sales and revenue.

However, the advent and ubiquity of easy-to-use software means that every department in an organization has rich data stores that are ready to be mined. For example, today's helpdesk tools store data on everything from average response time, to customer satisfaction, to email opens, or click rates for tickets.

Organizations that have multiple departments, each using multiple types of software in their workflows, may not be leveraging every piece of software as a potential source of data, or they may not realize that all of their data can be combined in one place. However, that's exactly what the goal of integrated analytics is—unifying multiple data streams to create a single source of truth about the organization and its performance.



Even within individual teams, having all data sources collated and displayed in one place can be a gamechanger. This type of integrated data setup also saves a lot of time spent exporting and combining various reports from their respective tools, as most data and analytics software can be integrated with other tools via API or webhooks, creating a unified dashboard to refer to.

Encouraging cross-department collaboration

Once every team in an organization can access that single source of truth, the road is paved for more and richer cross-departmental collaboration. Training also plays an important role here.



Both managers and employees need to be trained in how to articulate their problems (and ideas for solutions) in an analytics-oriented way. The goal is to eventually give managers enough data-fluency to both anticipate problems and propose solutions.

Shailesh Davey,
Chief Technology Officer at Zoho

Once everyone has access to organizational data and the proficiency to use it, leadership's job is to encourage collaboration

and showcase particularly creative or impactful examples of data being leveraged across teams. Without that high-level strategic vision, it's easy for organizations to get stuck at the easiest and most conventional approach to integrated analytics. After all, even without a fully matured strategy for integrated analytics, most adjacent teams—such as sales and marketing—can already access each others' data, and use it to brainstorm together. The insights generated by that collaboration have already been internalized by the team and incorporated into most advanced sales and marketing operations.

However, if leadership pushes to integrate teams that do not traditionally work together so closely, they may discover high-impact, low-cost strategies that can change how teams and departments operate. User research, marketing, QA testing, logistics, product development, support—combining insights from different departments can fundamentally transform how the organization solves problems for customers and employees alike.

These leading organizations also leverage big data and analytics more effectively over a wider range of organizational areas, processes, and functions. Companies with the highest data ROIs are significantly better at leveraging big data and analytics throughout the entire innovation process, from start to finish. When one department gleans useful insights, they're shared with other departments, to help better their understanding of customers and the market company-wide.



When decision-makers—and the teams they oversee—are accustomed to receiving monthly or quarterly insights, getting more information, more often, can be overwhelming.

Putting integrated analytics to use

Initially, leadership may face a few obstacles with bringing integrated analytics into corporate operations. Fortunately, the technological advancements of the last decade have significantly minimized logistical challenges—costs and setup times are fairly negligible for most use cases. However, businesses may still find it difficult to make the cultural shift involved in removing information silos and becoming a data-driven organization.



The focus throughout the implementation process should be on making work more data-centric, pulling out actionable insights, and displaying them in the least overwhelming way possible, especially for non-technical teams.

Mani Vembu,

Chief Operating Officer at Zoho



Improved CRM analytics for sales teams

CRM analytics typically consist of conversion rates, email open and click rates, and other surface-level data points. Those numbers are essential, but to get the most mileage from your sales campaigns, you need more control and more specificity. Zoho CRM is built to help users drill down into hyperspecific data sets and display that data in a variety of interactive reports and charts. Powerful filtering tools make it easy to create campaigns for a target audience based on their past behavior and identify unique opportunities for cross-selling and up-selling to customers.

Building a data-centric corporate culture

Organizations looking to deeply embed analytics at every level of decision-

making should first aim to incorporate data insights into existing workflows, rather than requiring teams and employees to scrap legacy processes in favor of new and untested strategies.



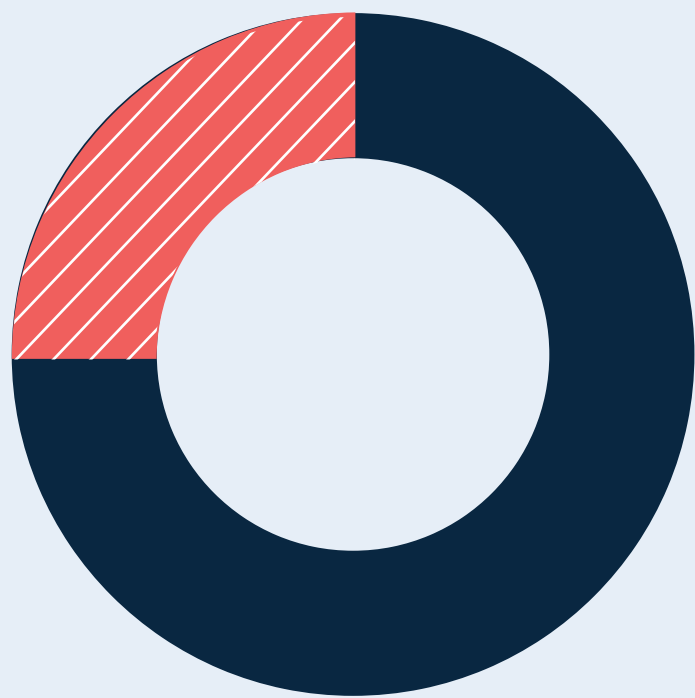
Once existing systems have been reinforced and optimized—and the value has become apparent at all levels of the organization—then more radical strategies can be pushed through the leadership structure.

Vijay Sundaram,

Chief Strategy Officer at Zoho

In the early stages of the transition to a more data-centric culture, the goal should be to show employees how data can empower them to make better decisions in their everyday work.

It's also important to look for ways that analytics can connect a team or employee's specific tasks to larger company goals.



More than

75%

*of executives surveyed said that adoption of **big data and AI initiatives** is a major challenge, with **95%** saying that **culture, organizational, and process challenges** presented the biggest roadblocks to adoption.*

[NewVantage, 2019]

Understanding the connection between the two makes it easier for employees to propose positive changes, and studies have shown that a key driver of employee engagement is being able to contribute to the company's overall success.

The necessity of integrated analytics

The applications of integrated analytics are virtually endless, allowing the savvy executive to improve productivity and customer experience, while cutting inefficiencies out of business processes. Business analytics are only going to become more important—now is the ideal time for leadership to show their employees how to start making data-driven decisions.



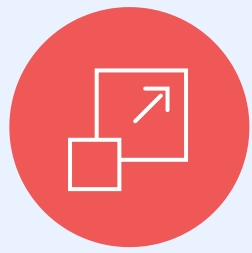
Analytics

Zoho Analytics brings integrated analytics to the forefront

With its fully unified suite of business apps, Zoho recognizes the key role consolidation plays in encouraging a productive, transparent data culture. Comparing graphs and reports from different departments, created using different software, can lead to misunderstandings and misinterpretations of the data. That's why Zoho Analytics is built around creating one source of truth for the entire organization, with clean data and clear reports.

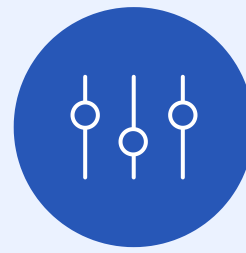
Why Zoho for Enterprise?

Proven software, customer commitment, tremendous value.



Scalability & Reliability

Zoho for Enterprise reduces the cost of infrastructure, unifies existing apps, and solves complex business problems for increased enterprise fitness, resilience, and scalability.



Customization & Extensibility

Through granular customizations and powerful in-house developer platforms, Zoho lets you orchestrate workflows, streamline data management, and deploy world-class solutions at scale.



Security & Privacy

From owning our own data centers to GDPR compliance features, Zoho enables enterprise organizations to focus on core business priorities, rather than data management.



Enterprise Services

From data migration to consultation and implementation, our team is armed with the in-depth product knowledge and industry expertise to meet your unique technical requirements.

Are you ready to transform your organization?

We're here to help. Have a 15-minute, no-obligation call with one of our **Business Architects** to get all your questions answered.

Find us at zoho.com/enterprise. |  **for Enterprise**