

New Textile Centre Streamlines Sales Enquiries and Follow-ups with Zoho CRM

Client Overview

Customer: New Textile Centre / The Uniform Store

Industry: Textiles

Location: Mangaluru, Karnataka, India

Website: <https://www.newtextilecentre.com/>

Zoho Service: Zoho CRM

Implementation Partner: Qscript Software Pvt Ltd, Zoho Authorised Partner

Project Duration: 4 May 2026 – 27 May 2026

Business Background

New Textile Centre is a Mangaluru-based textile retail and wholesale business operating under the brand ****New Textile Centre / The Uniform Store****. The company specializes in uniforms, fabrics, curtains, blinds, and customized apparel for schools, colleges, hospitals, hotels, corporate organizations, and events.

The company provides end-to-end uniform solutions, including design, fabric sourcing, in-house tailoring, and bulk contract execution.

As the business handled customer enquiries from multiple channels, it required a centralized platform to manage enquiries, sales opportunities, follow-ups, and management reporting.

Business Challenge

Before implementing Zoho CRM, New Textile Centre faced challenges in managing enquiries and sales activities across multiple channels.

The key challenges included:

- Customer enquiries were received through multiple channels without centralized tracking.
- Manual follow-up processes resulted in inconsistent customer engagement.
- Sales teams had limited visibility into the sales pipeline and enquiry status.
- Monitoring sales performance and lead conversions was difficult.
- The business required a scalable CRM platform to support future digital initiatives and growth.

Project Objectives

The primary objectives of the implementation were to:

- Centralize all customer enquiries.
- Standardize lead management and follow-up processes.
- Establish a structured sales pipeline.
- Improve sales visibility through dashboards and reports.
- Integrate website enquiries with Zoho CRM.
- Create a scalable CRM foundation for future expansion.

Solution Implemented

Qscript Software implemented and customized ****Zoho CRM**** around New Textile Centre's business requirements and sales processes.

Lead Management

The CRM was configured to centralize and manage customer leads, contacts, accounts, and deals, giving the sales team a single platform to manage customer interactions.

Sales Pipeline Management

A structured sales pipeline was configured to help the team track enquiries and opportunities through the different stages of the sales process.

Business-Specific CRM Customization

Custom fields, layouts, and CRM configurations were implemented based on New Textile Centre's business requirements.

Website Lead Capture Integration

The website enquiry forms were integrated with Zoho CRM. Customer enquiries submitted through the website automatically create lead records in the CRM.

This reduced manual data entry and ensured that website enquiries entered the sales pipeline for structured follow-up.

Follow-up Management

Activities and follow-ups were structured within Zoho CRM, enabling the sales team to manage customer interactions systematically and improve accountability.

Workflow Automation

Workflow configurations were implemented to automate defined CRM processes and reduce repetitive manual activities.

Dashboards and Reports

Management dashboards and reports were configured to provide visibility into:

- Enquiry status

- Sales pipeline
- Lead and opportunity conversion
- Sales activities
- Monthly enquiry trends

Training, UAT and Go-Live

The implementation included user training, User Acceptance Testing, production deployment, go-live support, and stabilization.

Implementation Methodology

Qscript Software followed a phased implementation methodology:

Discovery → Solution Design → Configuration → Testing → User Acceptance Testing → Training → Go-Live → Stabilization

The implementation was independently planned, designed, configured, tested, and deployed by Qscript Software following Zoho implementation best practices and standard product capabilities.

Business Impact

The implementation delivered improvements across the sales process:

Area	Business Impact
Enquiry Management	100% centralized capture of customer enquiries within Zoho CRM
Sales Visibility	Real-time tracking of leads, opportunities, and the sales pipeline
Follow-up Process	Standardized follow-up activities and improved accountability
Operational Efficiency	Reduced manual data entry through website lead automation
Reporting	Management dashboards providing immediate visibility into sales performance
Scalability	CRM foundation supporting future automation and integrations

These outcomes are documented in the project scope and business impact assessment.

Results

The implementation successfully established a centralized CRM platform for managing customer enquiries and sales opportunities.

Website enquiries now flow directly into Zoho CRM, sales activities are tracked through a structured pipeline, follow-up processes are standardized, and management has visibility

into enquiry status, conversion performance, and sales activities through interactive dashboards and reports.

Customer Review

"We had a very good experience working with Qscript Software for our Zoho CRM implementation. They understood how our business works and configured the CRM according to our requirements. Now our enquiries are centralized, website enquiries come directly into the CRM, and our team can properly track follow-ups and sales opportunities. The dashboards also help us understand what is happening with our enquiries and sales. Overall, Zoho CRM has brought much more structure and visibility to our sales process, and we are happy with the implementation done by Qscript."

Conclusion

The Zoho CRM implementation transformed New Textile Centre's enquiry and sales management by replacing fragmented enquiry handling with a centralized, structured, and scalable CRM platform.

Through customized lead management, sales pipeline management, website integration, follow-up tracking, workflow automation, dashboards, and management reporting, Qscript Software established a strong digital sales foundation for New Textile Centre's continued business growth.