

VITU REALTY INDIA PVT LTD

CASE STUDY

How VITU Realty streamlined its real estate operations with Zoho One

Real Estate | Mangaluru, India
Zoho One | Qscript Software Pvt Ltd
Project period: 1 May 2026 – 29 June 2026

Overview

VITU Realty India Pvt Ltd is a Mangaluru-based real estate developer focused on premium plotted developments, gated communities, and commercial real estate. Its business requires coordinated management of enquiries, sales, property allocation, customer documentation, payments, people, projects, and management reporting.

Qscript Software Pvt Ltd implemented Zoho One as an integrated business management platform for VITU Realty. The solution brought sales, finance, human resources, payroll, recruitment, project management, and analytics into a connected cloud environment, with integrations supporting digital lead acquisition and customer communication.

At a Glance

Customer	VITU Realty India Pvt Ltd
Industry	Real Estate
Location	Mangaluru, India
Zoho Platform	Zoho One
Application Users	30
Project Period	1 May 2026 – 29 June 2026
Third-Party Integration	Facebook Ads / Audience Network
Implementation Partner	Qscript Software Pvt Ltd

Key Takeaways

- Centralized sales, finance, HR, payroll, recruitment, projects, and reporting within Zoho One.
- Digitized the complete lead-to-booking lifecycle.
- Connected CRM and finance processes for booking, invoicing, and payment visibility.
- Centralized plot and unit management and agreement workflows.
- Automated lead assignment, follow-ups, payment alerts, and business notifications.
- Integrated Facebook and Instagram lead-generation activity with CRM.

Executive Summary

VITU Realty India Pvt Ltd operates in the real estate sector, with its business centered on plotted developments, gated communities, and commercial real estate. The organization manages the customer journey from enquiry through booking, documentation, payment collection, and project execution.

As the organization coordinated multiple departments and customer-facing processes, it required a unified system that could provide a consistent view of prospects, customers, properties, bookings, financial transactions, employees, recruitment, projects, and management performance.

Qscript Software approached the engagement as a digital transformation initiative rather than a standalone CRM implementation. Zoho One was configured as the core platform, with Zoho CRM, Books, People, Payroll, Recruit, Projects, and Analytics working together to support the organization's business processes.

The implementation also connected digital lead acquisition through Facebook and Instagram Lead Ads with Zoho CRM, enabling enquiries generated through campaigns to enter the sales process systematically.

The completed solution provided VITU Realty with a centralized digital foundation for sales, finance, operations, HR, project execution, and executive reporting.

A customer testimonial was not available at the time of publication. No customer quotation has therefore been fabricated.

Problem Statement and Key Challenges

Before the implementation, VITU Realty required a centralized platform to manage information and workflows across several functions. Lead acquisition, sales, property allocation, agreements, finance, HR, recruitment, projects, and management reporting needed to operate as connected business processes rather than isolated activities.

Key Challenges

- Lead enquiries were generated from multiple channels and required centralized capture and assignment.
- The lead-to-booking lifecycle required greater process visibility and standardization.
- Plot and unit allocation needed structured management alongside customer information.
- Customer agreements and documentation required controlled workflows.
- Finance teams needed visibility into customer, booking, invoice, and payment information.
- HR, payroll, recruitment, and project activities required standardized processes.
- Management required consolidated dashboards and KPI reporting rather than manually compiled reports.

Business Consequences

The absence of an integrated platform increased manual effort, reduced cross-department visibility, and limited the ability to obtain consistent operational information for management decisions.

Project Objective

The objective was to establish an integrated Zoho One environment that would digitize the complete customer lifecycle, connect CRM and finance, centralize property information, automate routine workflows, standardize internal processes, and provide management with timely operational reporting.

Evaluation of the Problem

Qscript evaluated the customer journey and the supporting internal processes as one connected operating model. The analysis focused on identifying where customer, property, financial, employee, and project information needed to move between departments.

Business Area	Evaluation Focus
Lead Acquisition	Website and campaign-generated enquiries, source attribution and assignment
Sales	Lead, deal, booking and follow-up lifecycle
Property Operations	Unit availability, plot allocation and agreement management
Finance	Invoices, receipts, payment tracking and CRM-finance synchronization
People Operations	HR, payroll and employee processes
Recruitment	Candidate and recruitment workflows
Project Execution	Project activities and execution tracking
Management	Dashboards, reports and KPI monitoring

The evaluation supported a Zoho One architecture in which each business function could use the application best suited to its process while information remained connected across the broader business environment.

Proposed Solution

Zoho One was selected because VITU Realty's requirements extended beyond sales CRM into finance, people operations, recruitment, project management, and executive reporting. The integrated suite enabled Qscript to address these processes within a connected platform.

Zoho CRM

Managed leads, deals, bookings, customer interactions, property-related sales information, follow-ups, and customer communication.

Zoho Books

Managed invoicing, receipts, payment tracking, and financial information connected with CRM processes.

Zoho People

Supported structured HR and employee-management processes.

Zoho Payroll

Standardized payroll-related processes within the broader business platform.

Zoho Recruit

Supported recruitment workflows and candidate management.

Zoho Projects

Managed project execution activities and provided visibility into operational work.

Zoho Analytics

Consolidated business information into dashboards, reports, and KPI views for management.

Facebook Ads / Audience Network Integration

Digital lead-generation activity from Facebook and Instagram was connected to Zoho CRM so that leads generated through campaigns could be captured systematically. Campaign attribution was preserved, enabling sales representatives to receive and follow up on campaign-generated enquiries through the structured CRM lifecycle.

Implementation

The implementation followed a phased approach, beginning with core CRM and finance processes and extending into supporting business functions. The project was completed between 1 May 2026 and 29 June 2026.

Phase	Activity
1	Discovery and requirement analysis
2	Solution and process design
3	Zoho application configuration
4	Workflow and integration implementation
5	Testing and issue resolution
6	User Acceptance Testing
7	User training
8	Production deployment
9	Post-go-live support

Implementation Complexity

The project involved multiple business functions and required relationships between customer, property, booking, financial, employee, recruitment, and project information. The integration of lead acquisition with CRM and the synchronization of CRM and finance workflows required careful process and data design.

Services Provided

- Business-process analysis and solution design
- Zoho One configuration
- CRM and Books implementation
- Property and booking workflow configuration
- Workflow automation
- Lead-generation integration
- Dashboards and reporting
- Testing, UAT and user training
- Production deployment and knowledge transfer

Results

The completed implementation established a centralized Zoho One platform connecting VITU Realty's sales, finance, people, recruitment, project, and reporting processes.

- The complete lead-to-booking lifecycle was digitized.
- Customer and property information was centralized.
- Structured booking and plot allocation workflows were established.
- CRM and Books were connected for customer, booking, invoice, and payment information.
- Lead assignment, follow-up reminders, payment alerts, and business notifications were automated.
- HR, payroll, recruitment, and project management processes were standardized.
- Executive dashboards and operational reports provided centralized visibility.
- User Acceptance Testing, training, and production deployment were completed.

Before and After

Before	After
Multiple lead sources requiring manual coordination	Structured digital lead capture and CRM assignment
Fragmented customer and property information	Centralized customer and property records
Separate sales and finance visibility	Connected CRM and Books processes
Manual follow-up and notifications	Workflow-driven reminders and alerts
Department-specific processes	Standardized HR, payroll, recruitment and project workflows
Manual management reporting	Centralized dashboards and KPI reporting

Business Impact

Lead Management

VITU Realty established a centralized CRM environment for enquiries and sales activity, improving visibility across the lead-to-booking pipeline. The project scope records that 100% of enquiries were centralized into the CRM platform.

Customer and Property Management

Centralized master data and structured plot and unit workflows improved control over customer information, property availability, allocation, and booking activity.

Finance

CRM-Books synchronization connected customer, booking, invoice, receipt, and payment information, reducing the need for duplicate information handling and improving financial visibility.

Operational Efficiency

Workflow automation reduced manual data entry and standardized recurring activities such as lead assignment, follow-ups, payment alerts, and notifications.

Management Reporting

Executive dashboards replaced manual report compilation and provided management with a consolidated view of business performance.

Process Governance

Standardized approval workflows and audit visibility strengthened process governance across departments.

Business Impact Summary

Area	Documented Impact
Lead Management	100% of enquiries centralized into a single CRM platform
Customer Information	Duplicate customer records addressed through centralized master data
Sales Visibility	Real-time visibility of the complete lead-to-booking pipeline
Finance	Automated synchronization of customer, booking, invoice and payment information
Operational Efficiency	Reduced manual data entry through automation and integration
Reporting	Executive dashboards replaced manual report compilation
Scalability	Platform established to support future business expansion

Technical Highlights

- Zoho One multi-application architecture
- Lead-to-booking workflow automation
- Plot and unit management
- CRM and Books synchronization
- Facebook and Instagram lead integration
- Customer agreement workflows
- Automated reminders and payment alerts
- Role-based security and permissions
- Executive dashboards and KPI reporting
- UAT, training and production deployment

Why Zoho One

VITU Realty's requirements covered sales, finance, HR, payroll, recruitment, projects, and analytics. Zoho One provided a unified application ecosystem capable of connecting these functions while allowing each department to use purpose-built applications. This reduced fragmentation and provided a scalable foundation for future business growth.

Future Roadmap

The integrated platform provides a foundation for further automation and analytics as VITU Realty expands. Future enhancements can be introduced based on evolving sales, property, finance, HR, customer engagement, and project-management requirements.

About Qscript Software Pvt Ltd

Qscript Software Pvt Ltd is a technology and digital transformation company specializing in business application development, process automation, and Zoho implementation. Qscript helps organizations analyze their operational processes, design practical digital workflows, automate repetitive activities, and build scalable business systems.

Zoho Expertise

- Zoho One implementation
- Zoho CRM and business process automation
- Zoho Creator and custom application development
- Zoho Books and finance process integration
- Workflow and API integration
- Dashboards and business reporting

Customer Testimonial

Customer testimonial was not available at the time of publication. No quotation has been fabricated.

Call to Action

Looking to streamline your real estate sales, finance, property, HR, and management operations with Zoho? Qscript Software Pvt Ltd can help assess your processes and design a connected Zoho solution tailored to your business.

Website: www.qscriptsoftware.com

Publication & Accuracy Notes

This case study uses the project submission information supplied for VITU Realty: Zoho One as the service, Real Estate as the industry, Facebook Ads / Audience Network as the stated third-party integration, 30 application users, and a project period of 1 May 2026 to 29 June 2026.

The uploaded Project Scope Document contains the detailed business challenges, solution architecture, integrations, outcomes, and business impact used as the factual basis for this case study. Where the two records differ on project dates or the broader list of integrations, this case study uses the current project submission details supplied for this case study and retains only supported implementation content.

Zoho requires customer approval and consent before a case study is submitted or reused. Obtain written customer approval before publishing this document or submitting its URL to Zoho.