



Case Study:

From Chaos to Control: How VIP Classic Moulding Streamlined Operations with Zoho One

By DirectReach, [Zoho Partner](#)

Company Overview

VIP Classic Moulding is a Toronto-based home improvement and renovation services provider specializing in high-end trim designs and installation. With over 15 years in business, they have built a strong reputation for quality craftsmanship and exceptional customer service. Recently, the company expanded its offerings to include modern wood slat acoustic panels, available for purchase through their newly launched Shopify store.

The Challenge: Inefficient Processes Holding Back Growth

Before implementing [Zoho One](#), VIP Classic Moulding relied heavily on spreadsheets and email clients to manage sales, scheduling, and customer interactions. As their business grew, these manual processes became increasingly unmanageable, leading to several key challenges:

- **Scheduling Bottlenecks:** Coordinating sales appointments and installation crews was a constant burden, often causing frustration among potential customers.
- **Lack of Follow-Ups:** The team had no clear visibility into what happened after providing a quote, resulting in missed sales opportunities.
- **No Client Engagement Strategy:** There was no system in place to nurture past clients and unclosed leads.
- **Challenges with Online Sales & Customer Support:** With the launch of their online store, they needed a way to help customers calculate the number of products required for their renovation projects. Additionally, they had no system to communicate with and assist online shoppers in real-time, which impacted customer engagement and conversions.

Realizing they needed a scalable solution, VIP Classic Moulding partnered with [DirectReach](#) to implement Zoho One and streamline their operations.

The Solution: A Fully Integrated Zoho One Ecosystem

DirectReach designed and implemented a tailored Zoho One solution to address VIP Classic Moulding's challenges, including:

- **Zoho Bookings** – We implemented a centralized scheduling system that allowed both the internal team and customers to book appointments seamlessly. The system automatically assigns appointments to the appropriate sales reps or installation crews based on availability, eliminating back-and-forth emails and miscommunication.
- **Zoho CRM** – We customized and deployed Zoho CRM to centralize customer data, automate sales workflows, and provide real-time insights into the sales pipeline. This gave management full visibility into follow-ups, helping to track unclosed leads and ensure every opportunity was maximized.
- **Zoho Campaigns** – With their customer and lead data now organized in Zoho CRM, we connected Zoho Campaigns to automate email marketing. This allowed VIP Classic

Moulding to set up segmented email sequences that re-engage past customers, nurture leads, and promote their latest services.

- **Zoho Forms** – To enhance the shopping experience on their Shopify store, we developed an interactive form that helps customers calculate how many wood slat acoustic panels they need based on their room dimensions. This eliminated guesswork for customers and streamlined the ordering process.
- **Zoho SalesIQ** – To improve customer engagement, we integrated Zoho SalesIQ, which added a live chat function to their website. This enabled instant communication with online visitors, answering product inquiries in real-time and increasing conversion rates.

The Impact: Increased Efficiency, Sales, and Customer Satisfaction

The implementation of Zoho One led to significant improvements in VIP Classic Moulding's operations:

- ✔ **30% increase in sales closing rate** due to structured follow-ups and CRM-driven insights.
- ✔ **50% reduction in appointment cancellations** thanks to self-service booking and automated reminders via email and SMS.
- ✔ **\$500K+ in new business generated** through improved customer nurturing with Zoho Campaigns.
- ✔ **More time for business growth** – Owners can now focus on sales and strategy instead of manually coordinating schedules.
- ✔ **Improved online shopping experience** – Customers can now access a product calculator and live chat support, increasing engagement and conversions.

Client Testimonial

"Before working with DirectReach, we were drowning in spreadsheets and always chasing after lost opportunities. Now, with Zoho, everything is structured—our scheduling is smooth, sales are up, and we have a system that works for us instead of the other way around. The team at DirectReach made the process simple and gave us the tools to grow without wasting time on manual work." - Igor Sluchak, Co-Founder and Project Operations Manager.

Lessons for Other Businesses

For service-based businesses still relying on spreadsheets and manual coordination, the cost of inefficiency far outweighs the investment in a proper system. VIP Classic Moulding's success with Zoho One proves that the right technology can drive sales, improve customer experiences, and free up valuable time for business growth.

By partnering with [Zoho](#) and [DirectReach](#), you can also transform your operations—turning obstacles into opportunities and positioning themselves for long-term success.