



&



**Propelling students into  
stellar careers.**



# INDEX

The company	03
The challenge	04
The solution	05
Benefits and ROI	09

# THE COMPANY

Global Education and Career Development Abroad, abbreviated as GlobalEd, offers comprehensive study abroad and internship programs for students attending American universities.

**Steven Davis** founded this corporation in 2009, and he is also its current managing director.

The mission of GlobalEd is to provide opportunities for academic, personal, and professional development through quality internships and education programs. They help students choose programs that best support their academic, personal, and professional goals.

The organization's advisors provide individualized support to students and parents to create a positive experience during their overseas program.



# THE CHALLENGE

After living abroad for 20 years, Steven Davis decided to relocate from Spain, the location of GlobalEd's on-site programs, to the United States, to focus on sales.

He found a sudden need to:



Centralize, streamline, and delegate business functions to his international staff



Oversee his staff based in Spain and in the United States



Enable his staff to manage their students better



Create a platform that allowed staff to easily assign universities, housing placements, internships, and more to students



Grow his business remotely

The biggest challenge was to make information available to his staff in Spain, while he was working from the United States.

Davis evaluated multiple solutions, experimenting with various products, such as paid and free software like Sugar and Agile CRM, and at one point even designing a custom CRM using FileMaker. None of these solutions offered him the combination of flexibility, reliability, and support he was seeking.

## THE SOLUTION

He chanced upon Zoho CRM, and that was the beginning of his long-standing relationship with the world of Zoho software.



Zoho CRM helped me establish contact and log the communication and relationships I have with my leads and customers. Zoho CRM's template emails feature allowed me to send personal messages quickly. The point system is invaluable, as it allows you to easily and automatically assign scores to leads that engage with you and your emails. The higher the score, the more likely they are to welcome a phone call.

Working with Zoho CRM lead me to discovering Creator.

The primary application Davis built on Zoho Creator is called OnSite. OnSite allowed GlobalEd to centralize all of its business processes in one location, even though it had staff in different parts of the world.



Creator was made for people like me. I'm not a programmer, but I love technology. I was able to design and implement an entire business platform without knowing how to program a single line of code.

With Zoho Creator being an online database platform, Davis understood that creating relational forms would be the best solution for him to begin with.



Zoho Creator provided me with the ability to quickly create relational forms at an affordable price. It's like going from working on a two-dimensional spreadsheet to a three-dimensional platform. The beauty is that you can start small, with a single form with fields that collect basic data from a customer, and then add to it.

The very first thing Davis did in the OnSite application was to create a simple form to capture customer information. He then designed another form to allow his staff to log all of their housing placements.

Once this form was created he granted his staff access to it with the relevant permissions to associate students and housing assignments. He managed these forms separately for some time, until they had enough information to relate them with one another using Zoho Creator's Lookup field feature.

He then created more forms, such as internships, allowing GlobalEd Abroad to build a large database of internship opportunities and connect those opportunities to students. Then Davis did the same for universities. This way, at a glance, Davis could tell where a student was located during their internship, who they were living with, what university they attended, and where they were performing their internship.

But now Davis needed a way to graphically visualize the massive amount of information in his Zoho Creator database.



I needed a graphical user interface that would allow me to create applications and functions without the need to have in-depth programming knowledge.

Zoho Creator fit this bill perfectly for Davis. With Creator's user-friendly interface, he was able to drag and drop the desired elements to build the UI for his relational forms and dashboards of his applications in a very short span of time. This would have taken months of programming with other software development platforms.

In addition to OnSite, Davis recently created another app called MBTI. This app allows him to generate a personalized report based on the personality of each program's participant.

Through Zoho Creator's **integration features**, he's able to take information from the MBTI app and link it to Zoho Writer. The integration between these two applications allows him to have full control over the semantics and design of these personalized reports.

Davis has also integrated Zoho Survey with Zoho Creator, incorporating it with his daily business processes to help his staff collect information from students who are pursuing their internships across Europe.



With Zoho Creator, even a person with limited technical knowledge can create powerful applications. The possibilities appear limitless—it's enough to be overwhelmed by so many choices. So you should start small. Begin by transitioning certain functions of your business until you feel comfortable. Then add on to it.



**Steven Davis**

Founder & Managing Director  
Global Education and Career Development Abroad



## BENEFITS & ROI

Once GlobalEd Abroad started running its business on Zoho Creator, it saw exponential growth, which made Zoho Creator's auto-scalability features very useful.



As my business started to grow and I looked for more functionality, I found that Zoho Creator was capable of growing with my business. The integration capabilities with CRM, Creator, and Books saved me so much time.

Davis found himself able to use Zoho Creator to give tools to his staff to continue managing students when they are overseas. His staff even installed the Creator app on their phones to track students, enrollments, and internships remotely.



The two words that can best describe the profound impact of Zoho Creator's apps on my business are "**efficiency**" and "**control**".

Davis saves thousands of dollars per year by using the apps built on Zoho Creator. He also considers the savings to be more than just monetary. It saves him valuable time, and grants him access to various functionalities which were hitherto impossible. He notes that the ability to generate concise reports using the apps built on Zoho Creator has increased the level of trust he has with his staff and universities that collaborate with GlobalEd Abroad.



With Zoho Creator, I feel so much more confident that my staff have the information and tools they need in order to perform. There are far fewer questions that my staff have for me about the students that join our programs, much less repetition of information, and far fewer questions with regards to where information is located.



Davis has also leveraged other Zoho apps such as



and



I think it's also extremely important to emphasize how incredibly valuable the support provided by Zoho is to small and mid-size businesses. The service your organization provides is unparalleled and perhaps one of the aspects that I value the most.

Thanks to the suite of apps available through Zoho, I'm able to compete with organizations 20 times my size and deliver the same, if not better, quality.



[www.zoho.com/creator](http://www.zoho.com/creator)

We'd love to talk! Reach out to us:  
[hello@zohocreator.com](mailto:hello@zohocreator.com)