

Little Birdy & Co.:

Streamlining operations with Zoho Creator, achieving 100% order accuracy



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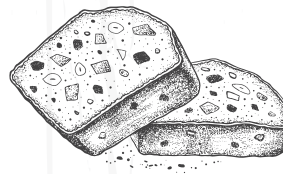


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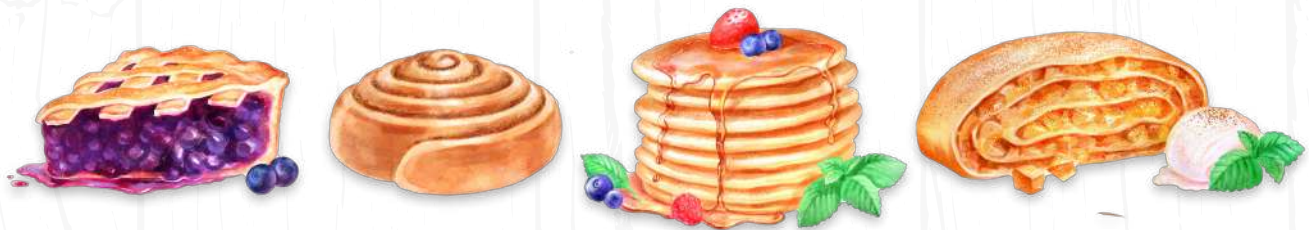


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**About
us**

About the company

Little Birdy & Co. is a corporate bakehouse that specializes in helping businesses celebrate various occasions, such as staff birthdays, company anniversaries, and marketing events. They also offer catering services, including morning teas and lunches within the office. Little Birdy & Co. aims to be a one-stop shop, providing convenience and time-saving solutions to businesses.



Robyn Hewson is the proud founder of the organization and is the proprietor, director, and visionary behind the company. Her dynamic role encompasses a diverse range of responsibilities, including but not limited to marketing and baking, as well as tackling other essential tasks.

The challenges

Before implementing a new system, Little Birdy & Co. relied heavily on manual processes, primarily using spreadsheets to record orders and manage basic accounting tasks. However, as the business grew, they encountered several limitations and frustrations. The spreadsheets became cumbersome, prone to errors, and lacked the necessary functionalities to handle increasing amounts of data. Manually calculating and tracking ingredients, cake sizes, decorations, and printing labels for each order became time consuming and inefficient. Furthermore, the company struggled to streamline communication with couriers and suppliers, leading to potential missed orders and miscommunications.



The solution

To address these challenges, Little Birdy & Co. adopted Zoho Creator, a comprehensive platform that offers customized app development and automation capabilities. By leveraging Zoho Creator, the company automated numerous tasks and integrated them with other Zoho apps to create a cohesive and streamlined workflow.



Order management: Zoho Creator became the central hub for all orders, allowing the company to track and manage them seamlessly. The system automatically generated invoices and connected them with the corresponding orders, eliminating the risk of missed invoices and ensuring accurate billing.



Production planning: The platform's automation capabilities facilitated the calculation of required ingredients and cake quantities based on order details. The system generated reports with precise measurements and provided cross-checking opportunities, ensuring nothing was overlooked during the production process.



Supplier and courier communication: Little Birdy & Co. used Zoho Creator to automate the generation and distribution of reports to their suppliers and couriers. Couriers received daily reports outlining delivery schedules, while suppliers received weekly reports summarizing upcoming catering orders. This eliminated the need for manual communication, saving time and reducing the chances of miscommunications.



Asset management: Zoho Creator helped the company keep track of its equipment and assets by maintaining an inventory list. This enabled them to monitor maintenance schedules and plan replacements when necessary, ensuring a smooth operation without costly breakdowns.



Training and procedures: The company utilized Zoho Learn to create training materials, manuals, and procedures for various aspects of their business. They integrated Zoho Creator with Zoho Learn, allowing them to link checklists and signatures to specific procedures. This facilitated staff training and ensured adherence to standardized processes.

ROI and benefits

Implementing Zoho Creator and integrating it with other Zoho apps resulted in significant ROI and benefits for Little Birdy & Co.





Improved efficiency: Automation reduced manual data entry, calculations, and communication, saving valuable time and resources. The company achieved accurate and consistent order management, production planning, and supplier communication, resulting in smoother operations.



Eliminated errors and missed orders: By automating order generation, invoice creation, and cross-checking processes, the company eliminated errors and significantly reduced the risk of missed orders. This improved customer satisfaction and streamlined the overall order fulfillment process.



Enhanced communication: Zoho apps enabled seamless communication with couriers, suppliers, and team members. Daily and weekly reports automatically provided relevant information to stakeholders, ensuring everyone was aligned and informed.



Scalability and growth: With a solid technological foundation in place, Little Birdy & Co. experienced improved scalability. The company could efficiently handle increased order volumes, catering requests, and staff training, supporting future growth and expansion.



Cost savings: By optimizing processes and reducing manual work, the company achieved cost savings associated with

Looking forward

We asked Hewson about her future with Zoho Creator, and here's what she had to say:

"We see a lot of potential for Zoho Creator to further streamline our processes and make our business more efficient. We have already implemented a number of automation features, but there are still areas where we can improve. One of the areas we're looking to improve is our reporting capabilities. With Zoho Creator, we can create custom reports that show us the data we need in the format we want. This will allow us to make better business decisions and identify areas where we can optimize our operations.



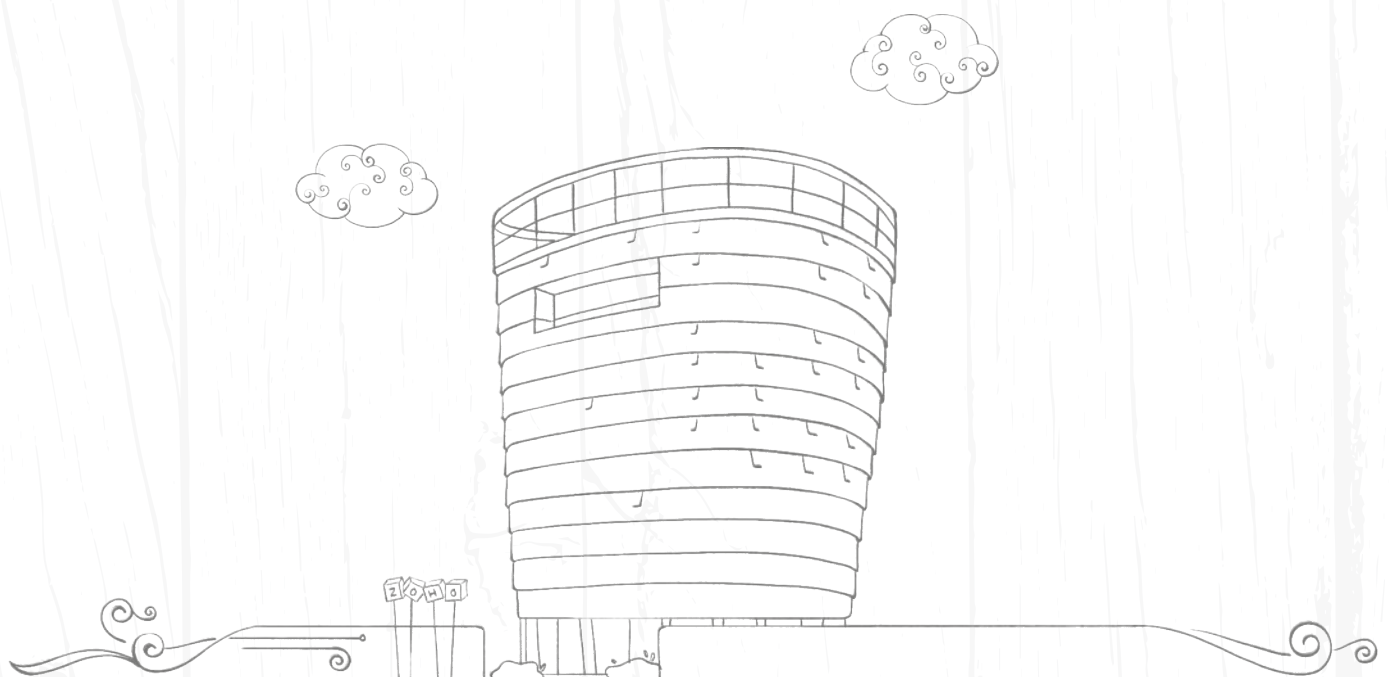
"We're also exploring the use of Zoho Creator to manage our inventory. Right now, we track our inventory manually, which can be time consuming and error prone. With Zoho Creator, we can create a database of our products and ingredients and track them in real time. This will help us better manage our supplies, reduce waste, and improve our margins.

"Overall, we're excited about the future with Zoho Creator. As our business grows, we know that Zoho Creator will be a key part of our success. The platform is flexible, easy to use, and has a wide range of features that we can leverage to improve our operations. We look forward to continuing to work with Zoho Creator and exploring new ways to optimize our business."

About us

At Zoho Creator, we've always worked towards a single purpose—empowering users to build functional apps with minimal coding expertise. We've helped **14,000+** brands create bespoke solutions and improve their end-to-end operations across a variety of industries. With over **16 years of experience** in catering to **B2B and B2C organizations**, we have the best tools in the trade to help you improve your business.

You can get started with Creator by visiting our [signup page](#). You can also check out our [prebuilt apps](#) to get started right away.





We'd love to talk!

Reach out to us

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