DISPLAY
SCIENCE

CASE STUDY
of Zoho CRM

Company name

Display Science

Industry

Marketing & Advertising

No. of employees

1-50 users

Location

Singapore

Type of business

Privately held

Website

https://displayscience.com/

Summary

Business challenges

- Lack of team collaboration
- No streamlined process
- Privacy concerns

Results

- Successful collaboration for a team distributed across multiple countries
- Unified sales process
- Secured data storage (for PDPA/GDPR complaints)

Most useful feature

- Lead management

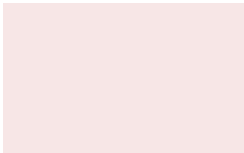### Other features that helped

- Lead assignment
- Lead conversion
- Customization
- Integrations

About the company

Founded in 2016, Display Science is a fast-growing digital out-of-home and in-transit marketing agency in Singapore. With 500+ cars, they run more than 200 campaigns that produce about 1,000,000 impressions per month. They manage every part of the process from partnering with taxis, installing hardware, broadcasting, advertising, and providing their customers with detailed performance reports and dashboards.

Their in-transit medium is a highly effective channel which provides an unbeatable dwell time and more than 50% engagement with high value customers that include PMEBs. Every campaign that runs through Display Science has a live dashboard which is updated every 2 minutes to keep their customers informed about its performance.

The challenge

No proper collaboration

As Display Science handled everything from finding partners, installing hardware, and looking for advertising agencies, to inbound and outbound sales and after sales services, there was a huge amount of communication and collaboration involved.

Their previous system did not work well for this amount of collaboration as the team started growing. Real-time communication and flexibility were missing from the team.

Lack of information

As there was no way to keep track of who was handling which lead, the different stages the leads belonged to, and the follow-up activities that have taken place, the team found it difficult to take responsibility for prospects and missed out on big deals. This made it impossible to build a scalable process that the entire organization could stick to.

Privacy concerns

Display Science made a conscious decision to protect the confidentiality, integrity, and availability of personal data of all their customers. And to keep that up, it became essential to shift from Google Sheets, as it didn't make it easy to stick to privacy policies, to a system that was more robust and adhered to all the privacy policies followed in Singapore.

The Solution

Discovery and migration

Understanding the challenges caused by their previous system, Display Science realized they needed a CRM to manage their sales. They learned about Zoho CRM through one of their partners and many of their customers who were all happy with it. They decided to try Zoho CRM. They were able to set it up quickly and easily migrate their data from Google Sheets.

The partner who suggested it has now left the organization, but Zoho CRM is there to stay.

> Zoho's team helped us not just with the migration, but also made sure to be available whenever we needed them. Speed, consistency, and customer service are three things we admire Zoho for, and their customer service is the greatest payback for us!

Tony George
Founder - Display Science

Collaboration across countries

Collaboration is extremely important for companies with widely distributed teams and Display Science's team is spread across three countries. Zoho CRM brought a unified platform for employees in different countries and different

time zones. It made it easier for the employees to communicate and collaborate better and in turn paved the way for the entire organization to go remote without any hassle during the COVID-19 pandemic.

Availability of information

Display Science started using Zoho CRM for lead management so they could have all their information in a single system. The Lead assignment feature helped their team make sure all leads were taken care of and gave clarity on who was responsible for which lead. It also provided all the contextual information required and a timeline of all activities that had been performed. It acted as the team's shared memory and kept everyone in the team up to date.

Streamlined process

The replica of their sales process in CRM helped highlight the different stages each lead was in and what the next action to be taken was. This created a platform to work in an organized fashion that led to a huge increase in productivity within a short period.

> It was during the pandemic, we realized that reducing cost is an important factor to help the business survive in difficult times and Zoho has helped us reduce not just the cost, but the time and effort involved, too.

Tony George
Founder - Display Science

Safe, secure data

Display Science honors its users' rights to data privacy and protection and the security features in Zoho CRM give them more control over the data and make it easy to achieve PDPA compliance. Zoho CRM helped them track the data sources, encrypt and manage personal data, and control usage of data.

> We honor users' rights to data privacy and protection and so does Zoho. It has helped us make sure our data collection and processing comply with PDPA and GDPR compliance
>
> **Tony George**
> Founder - Display Science

Fun fact: we exchanged customer service

But the best part is that Zoho is also a customer of Display Science, and they are second to none when it comes to customer service.
From displaying our ads on their platform to providing us with detailed analytics, they get everything done before we ask for it. What better relationship could we ask for? Working with them as both a client and a vendor helped us understand how they work even better.

Benefits:

- Quick set up, easy migration of data and less time for the team to onboard.

- Better collaboration and communication that helped in adapting remote work culture.

- Availability of contextual information across the team.

- Streamlined process that led to a huge increase in productivity.

- More control over the data that made it easy to achieve PDPA compliance.

Future with Zoho

Display Science started using Zoho CRM and then added Zoho Invoice and Zoho Sign. They are now ready to expand and explore more Zoho products with Zoho One, a bundle of many of our popular products. This platform will provide them with a seamless experience.

> It is difficult to identify different applications and make them work together, so we are switching to Zoho One that will provide all those services together. From building no-code applications to analyzing various performance metrics, we are looking forward to it!
>
> **Tony George**
> Founder - Display Science