

The savings and
return on productivity
cannot be dismissed

In a sea of CRM software, Zoho stays afloat

COMPANY PROFILE



INDUSTRY
Business Management



TYPE
B2B



SIZE
1-10 employees

COMPANY CRM CRITERIA



Contact
Management



Productivity
Tools

The **Milagro Advisory Group**, LLC is a business management advisory group that aids companies of all sizes, market segments, and levels of development to grow and manage their respective businesses. Mark Stacey is the CEO of the Milagro Advisory Group and also the co-founder of Alcance Media, a five-year-old advertising network for the Spanish-speaking marketplace.

Challenges:

Stacey has a long history of using contact management and CRM applications. Back in 1989, he computerized his Rolodex with a DOS-based version of ACT. Immediately his business experienced rapid growth. He quickly became a believer in the importance of CRM systems.

Stacey stayed with ACT for many years and faced a major challenge keeping up with the program's evolution. Each version required new installations and proper training in order to take advantage of the upgrades. Up until a recommendation to try Zoho, Stacey wasn't looking at any other CRM solution. He was simply trying to get ACT and Microsoft's Business Contact Manager to get the job done.

"While Zoho CRM had all the functionality we needed, the fact that it operated in the cloud was its major selling point," Stacey said. Stacey also liked the friendly interface that made it a lot easier to train his staff. Stacey claimed Zoho CRM is the easiest program he's ever used.

Solution:

It didn't take long to jump on board with Zoho at Alcance and Milagro. After just a few weeks of importing, configuring, and training, his staff members were in the field utilizing Zoho CRM. Stacey used Zoho CRM to manage sales teams, databases, and people in business development and operations.

Results:

Before Stacey discovered Zoho he had accepted being frustrated with the tools he had. He advises others not to go through the same aggravation. “No matter the size of your organization, you need to put your toe in the water with a program like Zoho,” said Stacey. “The savings and return on productivity cannot be dismissed.”

“Why wait?,” asks Stacey. He recommends anyone not already using CRM to open their own personal free account, play with it over the weekend, and see if it can work for them. “No matter the size of your organization, you need to put your toe in the water with a program like Zoho.”



Zoho CRM is a cloud-based software for managing your customer relationship in a better way. It helps streamline your organization-wide sales, marketing, customer support, and inventory management functions in a single system. We are light on your pocket and the features and integrations we give you are unmatched.

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