

# VIRTUAL FLUX IMPLEMENTS Zoho ONE FOR EDENE WELLNESS

## INTRODUCTION

Edene Wellness is a prominent company in Nigeria specializing in providing healthcare consultation and business services. The company sought a robust digital transformation strategy to enhance customer relationship management, financial operations, inventory handling, and marketing automation. They needed a centralized platform to streamline their operations, improve efficiency, and automate key processes.

After evaluating multiple options, Edene Wellness selected Zoho One due to its comprehensive suite of applications and seamless integration capabilities. Virtual Flux Integrated Services Limited was chosen as the implementation partner due to their deep expertise in Zoho solutions and track record of successful deployments.

## COMPANY NAME:

EDENE WELLNESS

## COMPANY PROFILE

- **INDUSTRY:** Healthcare & Business Services
- **TYPE** B2B, B2C
- **HQ:** Lagos, Nigeria
- **USERS:** Multiple departments

## SELECTION CRITERIA

- One subscription, multiple applications
- Seamless integration across business processes
- Scalability and automation
- Reliable partner support

# CASE STUDY



## BACKGROUND & PROBLEM STATEMENT

As Edene Wellness grew, managing multiple business processes became increasingly complex. The company faced several operational challenges:

- **Disorganized Customer Data:** Customer interactions were scattered across different platforms, leading to incomplete and unreliable records.
- **Manual Processes:** Sales, financial transactions, inventory tracking, and employee management relied on spreadsheets and emails, causing inefficiencies and errors.
- **Lack of Marketing Automation:** Manual handling of customer outreach and marketing campaigns reduced effectiveness and tracking capabilities.
- **Limited Website Integration:** There was no direct connection between Edene Wellness' website and internal systems, leading to disjointed workflows and poor user experience.

Recognizing these pain points, Edene Wellness' sought a holistic solution that would automate processes, provide actionable insights, and optimize customer engagement.



## FINDING A SOLUTION

Virtual Flux Integrated Services Ltd proposed a tailored implementation of Zoho One, integrating various Zoho applications to streamline Edene Wellness' business operations.

# CASE STUDY



## Solutions Offered

### 1. Implementation of Zoho One:

A customized setup including:

- **Zoho CRM:** Centralized customer data and sales pipeline management.
- **Zoho Books:** Automated financial management, invoicing, and sales order processing.
- **Zoho Inventory:** Efficient inventory tracking and order fulfillment.
- **Zoho Social:** Social media management and engagement.
- **Zoho People:** Employee management, including attendance, leave, and performance tracking.
- **Zoho Marketing Automation:** Targeted email and ad campaigns.
- **Zoho SalesIQ:** Real-time website visitor tracking and live chat support.
- **Zoho Webinar:** Hosting of health talks and educational sessions.
- **Website Integrations:** Seamless linking of Zoho apps with Edene Wellness' website.

- **Zoho Desk:** Ticketing system for customer support and issue resolution.
- **Zoho Bookings:** Managing appointments, streamline bookings, and integrate with calendars and payment systems.

### 2. Customized Workflows & Automation:

- Automated customer inquiry management.
- Lead nurturing and follow-up automation.
- Sales cycle standardization.
- Marketing campaign automation and analytics.

### 3. Training & Post-Implementation Support:

- Automated customer inquiry management.
- Lead nurturing and follow-up automation.
- Sales cycle standardization.
- Marketing campaign automation and analytics.

# CASE STUDY



## HOW THE SYSTEM HELPED

The implementation of Zoho One transformed Edene Wellness' operations, yielding significant benefits:

- **Centralized Customer Data:** A unified platform for customer interactions improved data accuracy and decision-making.
- **Process Automation:** Reduced manual workload, increasing efficiency across departments.
- **Enhanced Marketing Campaigns:** Automated marketing and lead generation campaigns improved customer engagement.
- **Streamlined Financial Management:** Zoho Books ensured seamless invoicing and financial tracking.
- **Efficient Inventory Management:** Improved stock control and order fulfillment.
- **Integrated Website & Customer Support:** Clients received faster, more responsive support through SalesIQ.
- **Reduced Operational Costs:** Automation led to reduced administrative workload and cost savings.

## FUTURE PLANS

Following the successful implementation of Zoho One, Edene Wellness is now working with Virtual Flux on additional digital transformation initiatives:

- **Advanced Website Optimization:** Redesigning the website to improve user experience and lead conversion.
- **Expanded Digital Marketing Strategy:** Leveraging paid ads, affiliate marketing, social media, and content marketing to drive growth.
- **AI-Driven Customer Insights:** Implementing AI-powered analytics to enhance decision-making.
- **Enhanced Employee Management:** Further automation of HR processes through Zoho Recruit.

# CLIENT TESTIMONIAL



**Dr. Oluwaseyi Adebayo**

Founder/CEO

Edené Wellness LTD | Vitanura LTD

We have had an incredible experience working with VirtualFlux!  
They didn't just identify gaps in our business—they fixed them seamlessly and introduced automation that has completely transformed our operations.

The most remarkable part? Their endless support. Beyond automating our processes, they have the expertise to diagnose technical challenges and provide tailored solutions that keep our systems running efficiently.

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They covered:

- ✓ Accounting & Finance
- ✓ Employee & HR Management
- ✓ Workflow Automation
- ✓ Marketing & CRM
- ✓ Website & Inventory Management
- ✓ Meetings & Social Media Integration

Everything you need to run, scale, and optimize your business—on one platform! If you're serious about efficiency, growth, and seamless automation, choose Virtual Flux!

# 🌟 5-STAR REVIEW FOR ZOHO TEAM 🌟



## Akinlaja Oluwatimilehin

Operations Manager, Edene Wellness

Our experience with the Zoho team has been absolutely seamless!

They are always quick to respond to our concerns and resolve technical issues efficiently. Working with them has been a breeze, and we truly appreciate their dedication to excellent customer support.

A huge shoutout to Ope, Aisha, Temitayo, and the entire team for their outstanding assistance. Your expertise and responsiveness have made a real difference for us at Edene Wellness. Thank you for your continued support—we love working with you!

# CASE STUDY



## ABOUT VIRTUAL FLUX INTEGRATED SERVICES LTD

Virtual Flux Integrated Services Limited is a leading IT solutions provider specializing in Zoho One implementation, workflow automation, and business process optimization. With a strong focus on customer success, Virtual Flux has helped businesses across Nigeria streamline operations, improve efficiency, and drive growth through technology.



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