



Adooa Transforms Silverfox's Communication with Business VoIP and Zoho Integration



CASE STUDY

Alex Michaelson Head of R&D at Silver Fox based in Welwyn Garden City, a leading manufacturing high end labels for industry, talked to Adooa about their phone and CRM challenges and how Adooa's solution transformed their communications.



CHALLENGE

Silver Fox required a robust phone system for their international family business, and the ability to integrate it with Zoho which they use both as a sales Contact Management system and for customer support.



SOLUTION

In early 2024 Adooa provided the Silver Fox with a phone system which can be used with any device anywhere. We then developed a bespoke integration with Zoho platform for their workforce who have sales people on the move and calling internationally.

Alex explained how he was keen to draw together the disparate information on Zoho, for customer management:

“So we make quite a few outbound calls to catch up with customers and to follow up on orders. We have had a huge disconnect with what's happening in the office and what's getting tracked in Zoho. And so the integration with the phones was quite a big one because it took that one extra step out.”

How does this work? When people call it “pops up their contact details or their contact page on Zoho. And then **notes can be recorded straight away**, you don’t have to go and find them.”

Alex reported how they previously missed calls with no calls forwarded, using a legacy big three telecom provider system where everyone had a desk phone and they didn’t use software. “The phone was loud – but calls were not answered and were not forwarded. **Now we have softphones both on our laptops and mobiles and that is unbelievably useful.**”

Other features and benefits enjoyed by Alex were:

1. **The app / gsm:** “I am a big fan of the desktop app. The older staff have deskphones... but everyone has their own thing. **When I am out and about the App/ GSM call is fantastic!**”
2. **Company phone book:** “The company phone book, and one thing I didn’t mention is that it pulls stuff from Zoho. Is very, very useful. Searching for a customer and not having to look in the CRM – and you know that things are going to pop up in a web browser anyway. That’s brilliant!”
3. **International Calls and office number:** “I have been making a lot of international calls in the last couple of weeks to America and Canada. Being about to that and not having to think about how much this has been costing has been unbelievably useful. We used to do this via Skype but you couldn’t present an office number and I think this has more legitimacy.”

SUMMARY

At Adooa we are delighted to have provided Silver Fox with the software and tools which we think will increase their sales and productivity from

- Having their Zoho CRM populated with phone calls.
- No more missing calls, as these can be picked up anywhere.
- The increased legitimacy gained from displaying their business number on the move to UK and to international contacts.
- Less cost concern about large numbers of international calls.

We look forward to supporting their company growth and Alex and the rest of the Silver Fox team in this journey.



For more information on integration with your CRM contact us on 01727 648888 or view our blogs on adooda.com

To find out more about Silver Fox industrial labelling: www.silverfox.co.uk