Studio 83: Painting the perfect picture with Zoho Creator

Studio 83®

Hong Kong | Taipei | Shanghai

ZOHO Creator

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01

Introduction

Studio 83 was founded in 2008, with a presence in Hong Kong, Taipei, and Shanghai. Since then, the company has evolved from creative arts education to an art intersect space, bringing art, design, culture, and life together in one place. Over the years, they've provided a variety of art courses and events, helping countless people start their journey to artistic creation, breaking the norm that art is out of reach, and making art creation a life attitude.

They're also committed to expanding art to the commercial world. In the past, they've designed art-based activities for different multinational companies and brands, bringing arts-based thinking into corporate training and branding activities, and redefining art at the business level.

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02

Sketches on paperwork

Before streamlining and automating tasks, the team had relied on heaps of paperwork to manage their administration processes and record their customer information details. Some of the methods they followed were:

On paper

- New student registration
- Payment receipts
- Customer purchase contracts

Through spreadsheets

- Customer attendance records
- Monthly performance reports (coach performance, lesson performance, customer attendance)

With Google Calendar

- Customer booking records

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03 Their concerns

We spoke to Desmond Fung, co-founder of Studio 83, and learned of the hurdles they faced when all their processes were manually done and depended on paperwork. Here's what he had to say:

> My role involves overseeing and planning the overall operation, product development, and customer engagement of the company, leading the team to maximize company performance strategically, in order to lead us to more success. I'm eager to provide an efficient and personalized experience for our customers.

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The 3 major challenges they faced were:

01

Time consumption and inefficiency

All hand-written records required further manual input into different spreadsheets, which cost them a lot of time.

02

Lack of control and vulnerability to fraud

There was difficulty in tracing or having accurate data audit records, and errors occurred when different functions were performed on different tools.

03

Collaboration was limited

Many records were in a paper format, and facilitating collaboration within the team, or the sharing of information across different locations, proved difficult.

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04

Painting a picture with Zoho Creator

After doing a lot of online research, and taking into consideration the task of choosing a reputable platform for future company needs, we decided to go with Zoho Creator.

- Desmond Fung

Studio 83 were looking to:

- Utilize a safe, reliable centralized cloud-based system to store all their data
- Perform automated customer management tasks
- Improve their customer segmentation process for their marketing campaigns

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And they chose Creator because it's:

1. Flexible in helping create a tailored system through a low-code platform
2. Cheaper to implement and maintain compared to traditional CRM software available on the market
3. Easy to amend or create more sophisticated features in the system with Deluge script
4. Easily integrated with other apps
5. Intuitive, with a design that allows the user to easily perform system amendment tasks anytime without any programming background
6. Home to a rich knowledge base online, and their community forum allows users to get answers and insights on designing their own systems

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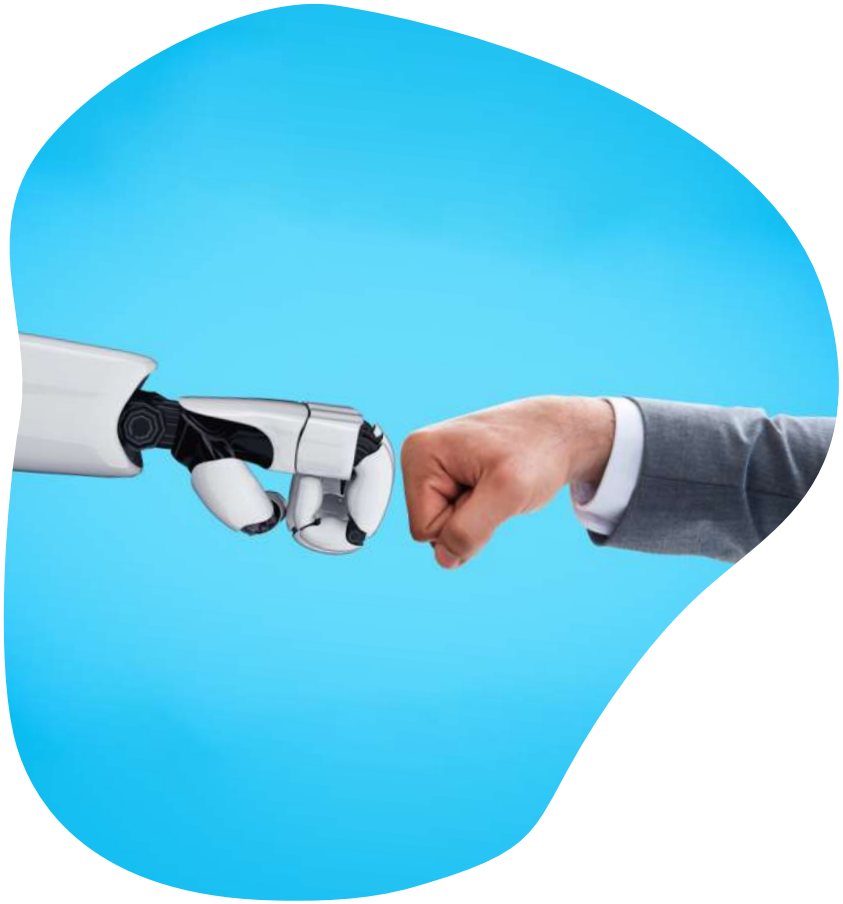

05 Automating tasks

The whole customer management process has now been automated. We created different workflows, functions, schedules, and modules according to our business needs.

- Desmond Fung

01 Customer data management

New customers can input their data and sign on directly onto a tablet. The system will then auto-create the record, along with the welcome email and SMS, and the digital version of the contract just signed by the customer will be recorded.

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02 Invoice management

This module records all customer purchase records, as well as the service usage expiration date. An SMS and email of the invoice will be sent to the customer right after the purchase is made.

03 Attendance management

The customer's daily attendance record is recorded into the system as a part of the customer retention process.

04 Booking calendar

For staff to manage the service bookings of customers, auto-SMS/email reminders are sent out when a service is booked.

05 Loyalty system

Studio 83 designed a unique loyalty system which is based on the customer's anniversary date, and the attendance records during the anniversary. A workflow then schedules it to automate the process. The loyalty system directly affects customer benefits enjoyed during their membership year. This includes the purchase discount that Zoho Creator will automatically adjust based on the user's membership level.

06 Painting portfolio management

As a holistic approach to design the customer management system, Studio 83 works to understand customers' personal painting style preferences in order to help staff understand how to retain customers.

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07 Performance data

Scheduled performance data reports are automatically sent to the administrator.

08 Customer’s voucher reward

Once the customer meets a certain criteria—anniversary date, loyalty level, etc—the system will generate a unique coupon with a QR code on it for the customer to enjoy the membership rewards. The system also has another function that allows users to perform the reward redeeming process, in order to record the redemption details.

09 Scheduled notification

Several schedules are in place to maintain a close relationship with customers, such as booking reminders, service expiration reminders, birthday greetings, and membership upgrade rewards.

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After adopting Zoho Creator as our main customer management system for our shop in Hong Kong and Taiwan, our revenue has doubled. It's mainly due to the fact that Zoho Creator helped to reduce the labor hours on those routine administrative tasks, and all the automation we've adopted allows our staff to provide better services and experiences to our customer. "

- Desmond Fung, Co-founder of Studio 83

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06

The finished piece

Zoho Creator provides a low-code, cloud-based, and scalable platform to accommodate the unique business needs of every organization. It's brought our customer experience to another level.

- Desmond Fung

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Zoho Creator has helped Studio 83 overcome various challenges. They've had a positive impact and experience, and can confidently say that Zoho Creator aided them in:

- Creating more efficient workflows and eliminating duplicate procedures
- Providing a standardized platform for running their business, making it easier for everyone to pick up new skill sets
- Providing management with a clearer picture of the performance of each location using the statistics extracted from Zoho Creator
- Handling the customer registration with a tablet, making the process a faster, more convenient, and environmentally friendly experience
- Checking customer records easily and sharing the relevant information with them automatically
- Reducing manual errors
- Continuously updating the system according to future business expansion needs
- Running every function in a mobile way, allowing different staff to work at different places but also being able to access the data

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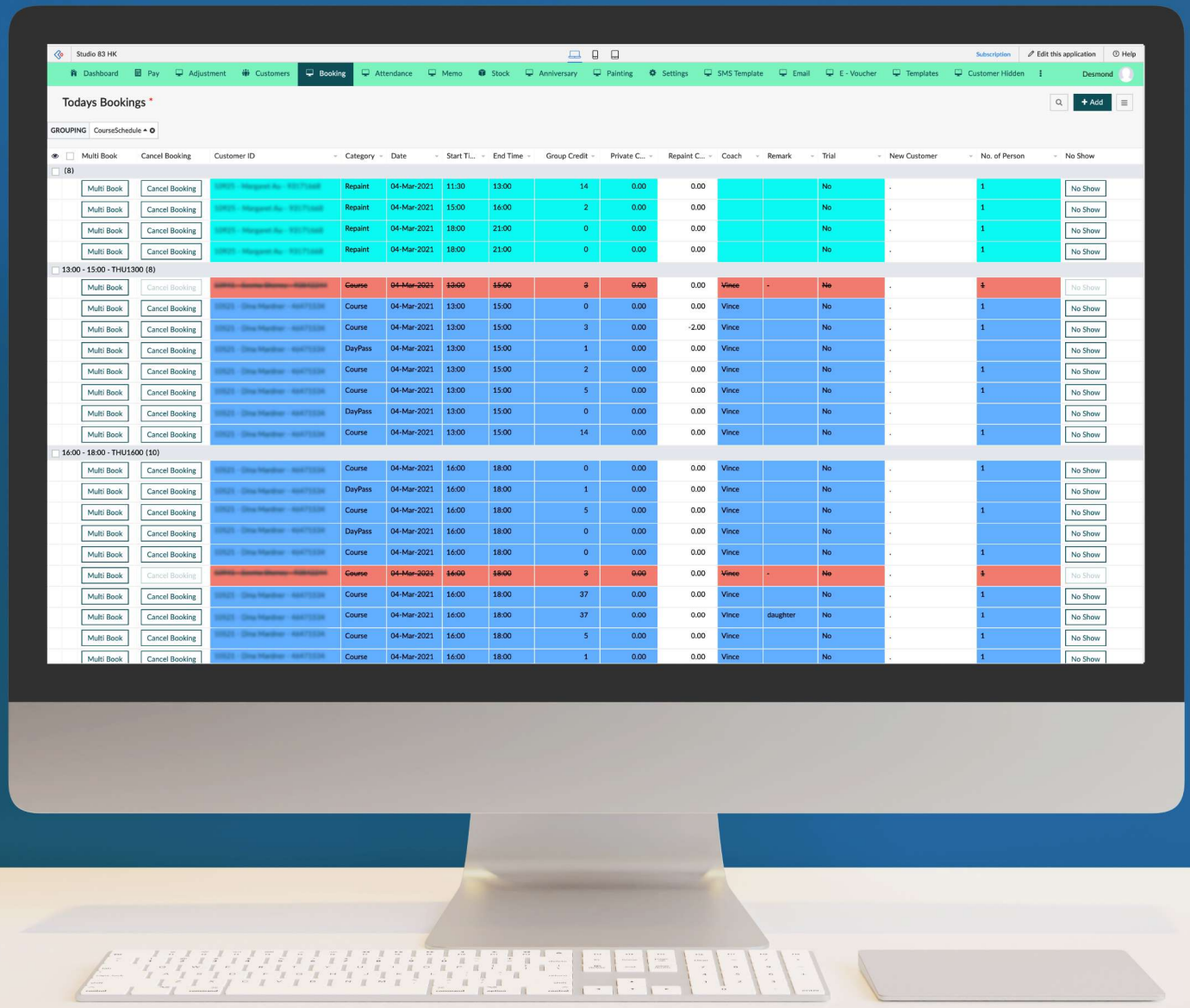
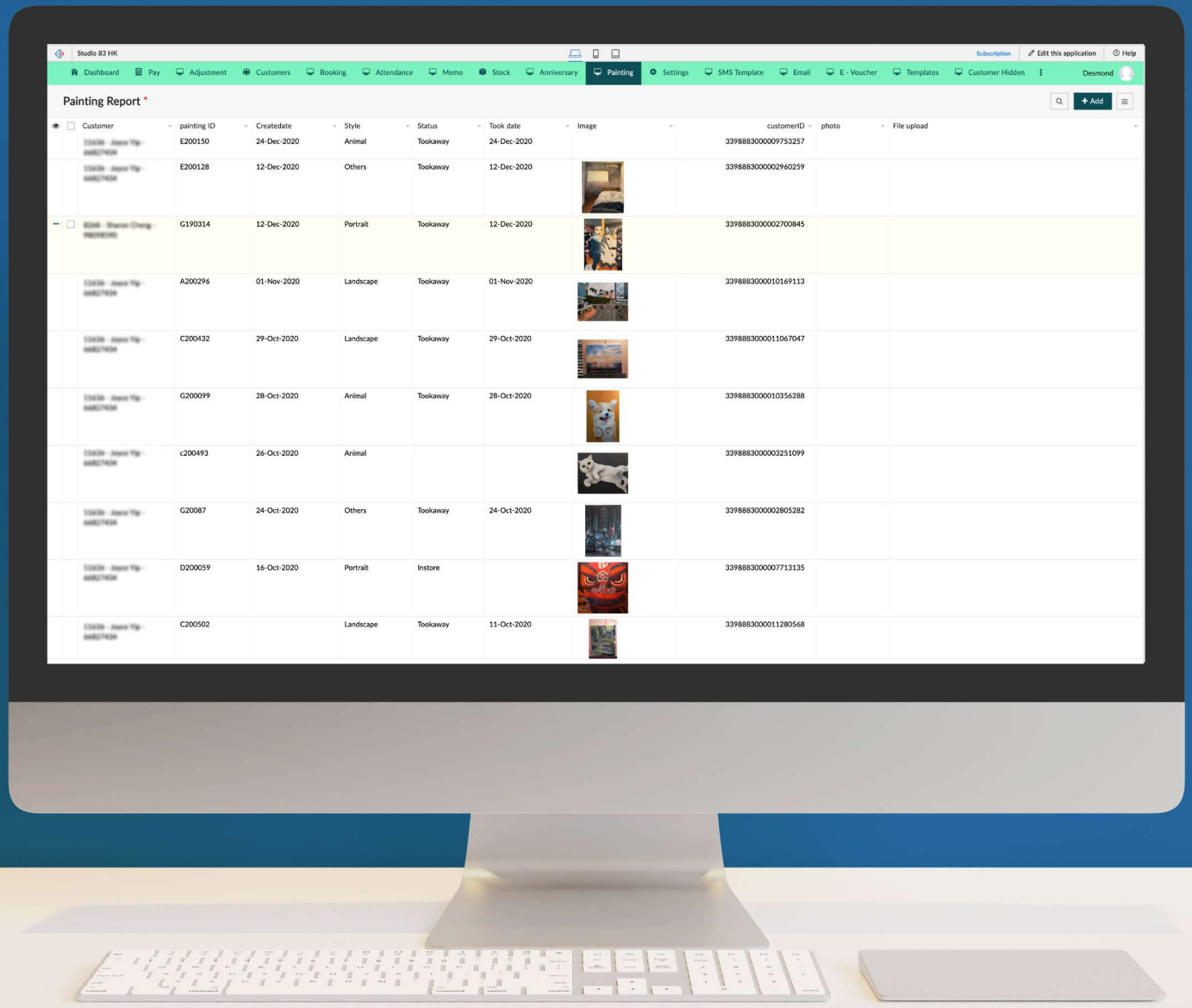
A peek into their application

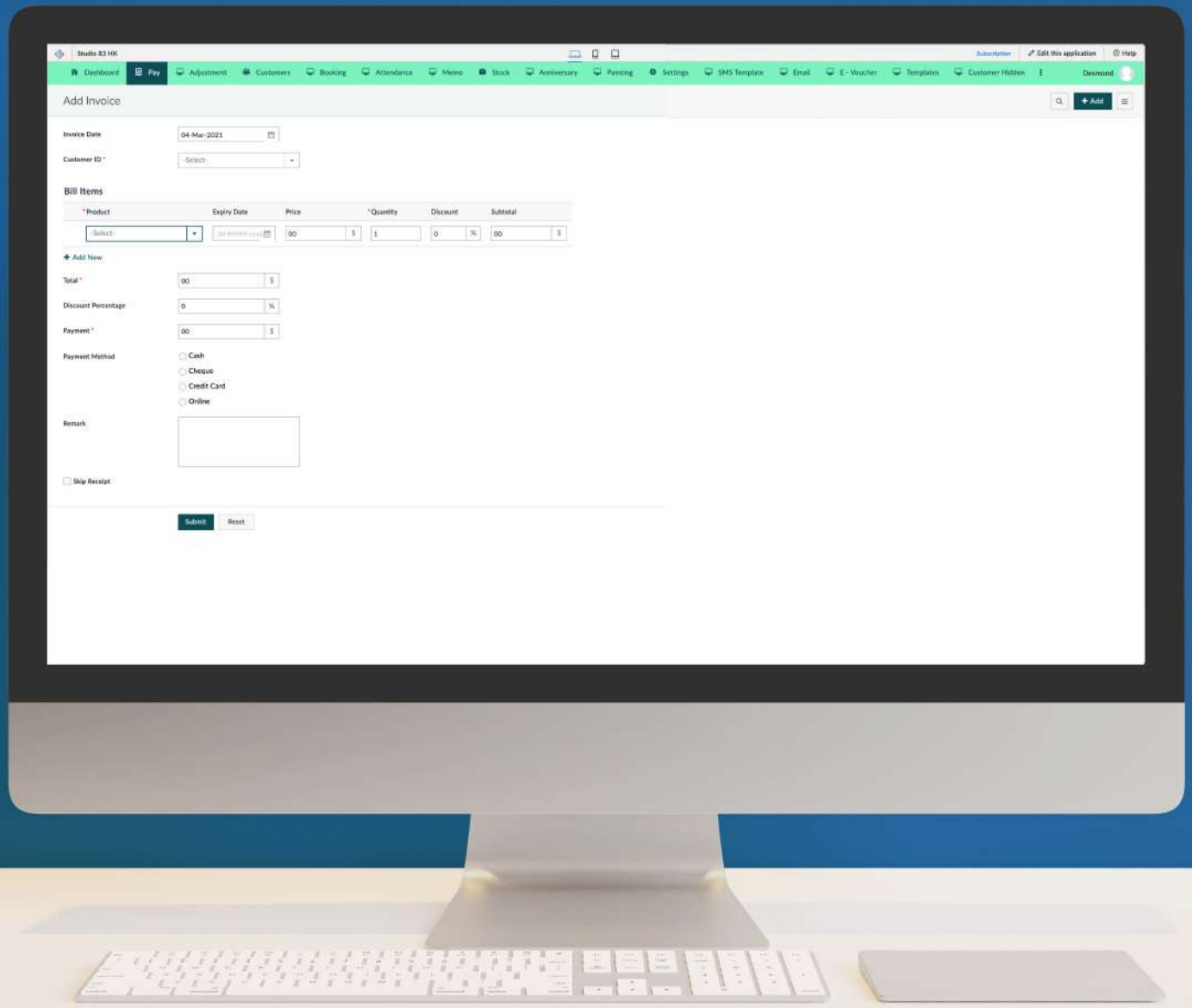
Bookings



Painting Report



Add Invoice


Studio 83 HK
Subscription
Edit this application
Help
Dashboard
Pay
Adjustment
Customers
Booking
Attendance
Memo
Stock
Anniversary
Painting
Settings
SMS Template
Email
E - Voucher
Templates
Customer Hidden
Desmond
Add Invoice
+ Add
Invoice Date
04-Mar-2021
Customer ID *
-Select-
Bill Items
*Product
Expiry Date
Price
*Quantity
Discount
Subtotal
-Select-
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0
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00
$
+ Add New
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Payment *
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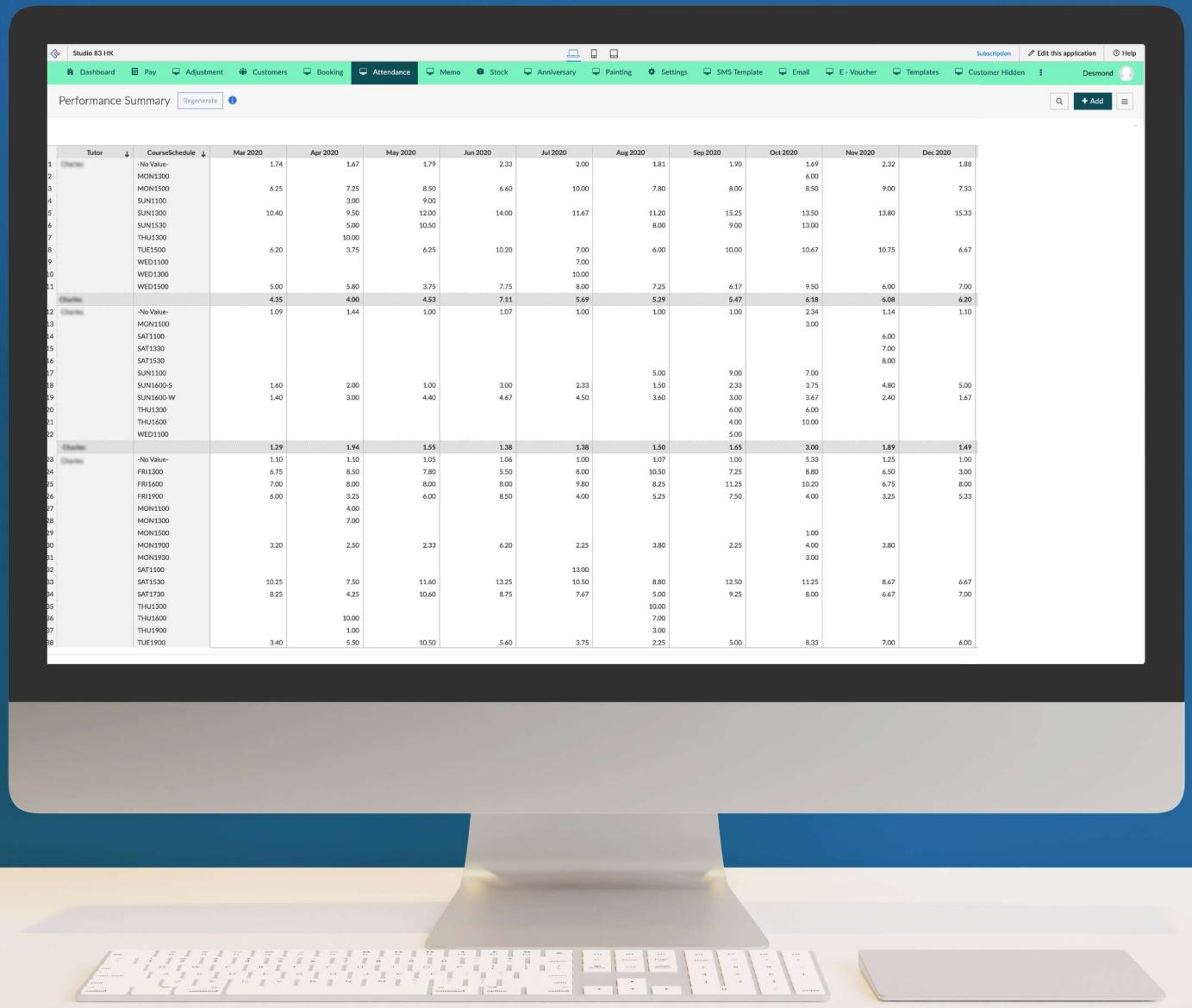
Cash
Cheque
Credit Card
Online
Remark
Skip Receipt
Submit
Reset

Performance Summary



	Tutor	CourseSchedule	Mar 2020	Apr 2020	May 2020	Jun 2020	Jul 2020	Aug 2020	Sep 2020	Oct 2020	Nov 2020	Dec 2020
1	Charles	-No Value-	1.74	1.67	1.79	2.33	2.00	1.81	1.90	1.69	2.32	1.88
2		MON1300								6.00		
3		MON1500	6.25	7.25	8.50	6.60	10.00	7.80	8.00	8.50	9.00	7.33
4		SUN1100		3.00	9.00							
5		SUN1300	10.40	9.50	12.00	14.00	11.67	11.20	15.25	13.50	13.80	15.33
6		SUN1530		5.00	10.50			8.00	9.00	13.00		
7		THU1300		10.00								
8		TUE1500	6.20	3.75	6.25	10.20	7.00	6.00	10.00	10.67	10.75	6.67
9		WED1100					7.00					
10		WED1300					10.00					
11		WED1500	5.00	5.80	3.75	7.75	8.00	7.25	6.17	9.50	6.00	7.00
	Charles		4.35	4.00	4.53	7.11	5.69	5.29	5.47	6.18	6.08	6.20
12	Charles	-No Value-	1.09	1.44	1.00	1.07	1.00	1.00	1.00	2.34	1.14	1.10
13		MON1100								3.00		
14		SAT1100									6.00	
15		SAT1330									7.00	
16		SAT1530									8.00	
17		SUN1100						5.00	9.00	7.00		
18		SUN1600-S	1.60	2.00	1.00	3.00	2.33	1.50	2.33	3.75	4.80	5.00
19		SUN1600-W	1.40	3.00	4.40	4.67	4.50	3.60	3.00	3.67	2.40	1.67
20		THU1300							6.00	6.00		
21		THU1600							4.00	10.00		
22		WED1100							5.00			
	Charles		1.29	1.94	1.55	1.38	1.38	1.50	1.65	3.00	1.89	1.49
23	Charles	-No Value-	1.10	1.10	1.05	1.06	1.00	1.07	1.00	5.33	1.25	1.00
24		FRI1300	6.75	8.50	7.80	5.50	8.00	10.50	7.25	8.80	6.50	3.00
25		FRI1600	7.00	8.00	8.00	8.00	9.80	8.25	11.25	10.20	6.75	8.00
26		FRI1900	6.00	3.25	6.00	8.50	4.00	5.25	7.50	4.00	3.25	5.33
27		MON1100		4.00								
28		MON1300		7.00								
29		MON1500								1.00		
30		MON1900	3.20	2.50	2.33	6.20	2.25	3.80	2.25	4.00	3.80	
31		MON1930								3.00		
32		SAT1100					13.00					
33		SAT1530	10.25	7.50	11.60	13.25	10.50	8.80	12.50	11.25	8.67	6.67
34		SAT1730	8.25	4.25	10.60	8.75	7.67	5.00	9.25	8.00	6.67	7.00
35		THU1300						10.00				
36		THU1600		10.00				7.00				
37		THU1900		1.00				3.00				
38		TUE1900	3.40	5.50	10.50	5.60	3.75	2.25	5.00	8.33	7.00	6.00

08

About Us

Running a business is no mean feat, and we believe we can help. At Zoho Creator, we've always worked towards a single purpose—enabling the citizen developer to build functional apps without having to learn to code. Rapidly build custom applications that are a perfect fit for your business, or choose from our extensive range of prebuilt apps and modify them. Just sign up, pick a plan, and start building!

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ZOHO Creator

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We'd love to talk! Reach out to us at:
hello@zohocreator.com

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