

Zoho One Implementation for Olympia Sunrise



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EXECUTIVE SUMMARY

Olympia Sunrise is a large-scale BPO company with operations in Pakistan and the USA, providing services such as insurance campaigns, lead generation, customer retention, solar support, and call-center operations. With thousands of daily outbound and inbound calls handled across multiple teams, their processes heavily depend on a dialer system (Vicidial) and a centralized CRM (Zoho CRM). The client required a fully integrated call center CRM that eliminates manual processes, automates lead distribution, controls user roles, tracks follow-ups and retentions, and ensures complete call visibility for management.



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MISSION & VISION OF OLYMPIA SUNRISE

To empower businesses through data-driven BPO solutions, delivering customer-centric services with empathy, efficiency, and excellence — all while ensuring security, compliance, and innovation.



<https://olympiasunrise.com/> —————→

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CHALLENGES

Inefficient and Unfair Lead Management

Leads were manually assigned, causing uneven workloads and delays. Without an automated callback system, many potential clients were missed, resulting in major revenue loss.

Disconnected Telephony and Manual Data Tracking

Agents worked only inside Vicidial with no CRM support. All information was maintained through scattered notes, leading to inconsistent data and no standardized process.



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CHALLENGES

Complete Lack of Management Oversight

Leadership had no real-time overview of the sales pipeline, agent performance, or process status. Decisions were made using incomplete and outdated information.

Pervasive Data Integrity Issues

Manual data entry caused missing fields, errors, and no proper tracking of a client's journey. This affected service quality, reporting accuracy, and compliance.



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SOLUTIONS

FAIRCHANCE FOR CRM designed and implemented a comprehensive Zoho One ecosystem, building a structured sales and operations machine from the ground up

Centralized CRM with Fair Lead Distribution

FAIRCHANCE FOR CRM built a complete Zoho CRM setup with custom modules. Round Robin lead assignment automated the distribution of bulk leads, removing manual bottlenecks

Full Automation Through Blueprints

End-to-end workflows were created to automate every stage of the client lifecycle. From deal creation to CUO approvals, retention updates, and one-click agent dispositions—everything became streamlined and standardized.



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SOLUTIONS

Seamless Vicidial-CRM Integration

Vicidial was fully integrated into Zoho CRM, enabling click-to-call, auto call logging, and unified agent screens. This removed system switching and improved productivity.

Clean Data Mapping & Retention Module

All fields were properly mapped to ensure error-free data flow from lead to deal to retention. A dedicated Retention/Follow-Up module was created to track completed clients clearly.



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SOLUTIONS

Real-Time Dashboards & Structured Reporting

Custom dashboards and reports gave management instant visibility into leads, deals, performance metrics, and forecasts. Field-level controls ensured the right data was shown to the right roles.



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RESULT

The Zoho One implementation by FAIRCHANCE FOR CRM transformed Olympia Sunrise from a manual, disconnected setup into a fully streamlined and data-driven operation. Manual notes and scattered records were replaced with a single, standardized CRM system, ensuring every client's journey was tracked accurately. Automated lead distribution and callback management kept workloads balanced and ensured no lead was missed. Agent productivity increased significantly through in-CRM calling and one-click actions that reduced administrative work. Management gained real-time visibility into the pipeline and team performance, supported by automated reports that eliminated manual compilation. With clean, consistent data and fully automated workflows, Olympia Sunrise now operates on a scalable, reliable foundation built for long-term growth..

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APPLICATIONS IMPLEMENTED

- Zoho CRM



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ABOUT FAIRCHANCE FOR CRM

FAIRCHANCE FOR CRM provides round-the-clock services and maintenance to keep your business on the growing and developing track to generate the revenue within the budget. We have expert team to work on the Zoho CRM platform thoroughly with all of automation and innovation. In addition to this, we are able to provide individualized solutions that are adapted to match the particular requirements of each customer, so ensuring the highest possible levels of efficiency and production.

With 700+ customers in 70+ countries, today we are all set to become a trusted growth partner to your business!

For the purpose of assisting businesses in improving their customer relationship management, the **FAIRCHANCE FOR CRM** platform offered solutions that were both individualized and efficient in terms of cost. enterprises are able to obtain significant insights into the behavior and preferences of their customers using the platform's powerful analytics capabilities, which in turn enables the enterprises to modify their marketing tactics in accordance with those preferences. Businesses have the ability to improve customer happiness and loyalty while simultaneously optimizing their use of resources to achieve optimum efficiency when they implement **FAIRCHANCE FOR CRM**



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