

Zing Events Case Study



How Zing Events Turned Pandemic Crisis into Record Profitability with Zoho CRM Automation

Overview

When the pandemic forced [Zing Events](#) to halt all face-to-face team building activities, the company faced an existential crisis. Rather than simply surviving, Zing Events partnered with Axithorn to completely reimagine their operations through Zoho CRM automation. The result? The most profitable period in the company's 14-year history.

Key Takeaways:



Complete Automation

Transformed from manual, paper-based processes to fully automated workflows during peak pandemic uncertainty



End-to-End Journey

Automated the complete customer journey from enquiry to event delivery and feedback



Record Profitability

Achieved record profitability despite industry-wide challenges



Remote Excellence

Enabled remote team coordination with real-time visibility and automated itineraries

Executive Summary

Company Profile

- **Company:** [Zing Events](#)
- **Industry:** Team Building & Corporate Events
- **Location:** United Kingdom
- **Years in Business:** 14+ years

Implementation Details

- **Products Used:** Zoho CRM, Zoho Writer, Zoho Sheet, Zoho Forms, Zoho Calendar (with Google Maps API integration)
- **Partner:** Axithorn (Zoho Advanced Partner)
- **Implementation Context:** Rapid pandemic response and business transformation

Zing Events is a specialist team building company that designs and delivers engaging, impactful corporate team building experiences tailored to client objectives. For over 14 years, they've helped organizations across the UK strengthen teams through innovative activities and expert facilitation.

From interactive icebreakers to strategic problem-solving games, Zing Events' expert facilitators combine behavioral insights with immersive activities to boost trust, collaboration, and deliver long-term results. Their approach goes beyond simple entertainment—they focus on creating meaningful experiences that translate into improved workplace dynamics.

"The partnership with Axithorn came at our most challenging moment. We weren't just looking to digitize—we needed to completely rethink how we operated. What seemed like a crisis became the catalyst for our most successful transformation." — Andy Wells, Director

Problem Statement and Key Challenges

When lockdowns hit, Zing Events faced immediate and severe challenges that threatened the company's survival:

The Crisis Point

Operational Paralysis:

- All face-to-face team building activities cancelled indefinitely
- Entire workforce suddenly remote with no digital infrastructure
- Manual processes impossible to execute from home
- No centralized system for team coordination

Critical Challenges:

1

Manual Enquiry Handling

- Event enquiries arrived via phone, email, and website with no unified tracking system
- No systematic approach to following up with prospects; opportunities fell through cracks
- Limited visibility into pipeline and conversion rates

2

Time-Consuming Proposal Process

- Each proposal was manually created, taking hours to calculate pricing and generate documents
- Inconsistent pricing and formatting across proposals
- Delayed response times impacting conversion rates

3

Disconnected Planning & Coordination

- Event planning relied on physical documents, spreadsheets, and verbal communication
- Staff assignments, itineraries, and packing lists were manually distributed and often incomplete
- No real-time visibility into team activities and event status

4

Market Uncertainty and Scalability Issues

- Even as restrictions eased, the events industry remained volatile
- Needed agility to adapt quickly to changing circumstances
- Manual processes couldn't scale with market recovery

"Our core business model—bringing people together physically—became impossible overnight. With our entire team working remotely and significant restructuring underway, manual paperwork, spreadsheets, and disconnected communications were no longer viable in a fully remote environment." — Charlie Berry, Director

Evaluation of the Problem

Axithorn approached the challenge by first understanding Zing Events' unique operational workflows rather than imposing a generic solution.

Discovery Process

Through collaborative workshops, Axithorn mapped the complete operational ecosystem:

- 1 Customer Journey Mapping**
The complete customer journey from initial enquiry to post-event feedback
- 2 Internal Process Analysis**
Internal processes for pricing, proposal creation, and event planning
- 3 Logistics Management**
Staff coordination and logistics management requirements
- 4 Pain Point Identification**
Pain points where manual processes created bottlenecks or errors
- 5 Reporting Requirements**
Reporting needs for business leadership and strategic decision-making

Key Insights

The evaluation revealed several opportunities:

- Enquiry-to-Booking Automation through Zoho CRM workflows
- Dynamic Document Generation for proposals, invoices, and itineraries
- Intelligent Scheduling with mapping services integration
- Feedback Loop Automation for post-event processes
- Real-Time Reporting with live dashboards for directors
- Mobile Field Data Capture for remote team coordination

- ❑ Axithorn's value extended beyond technical implementation—they provided strategic guidance during a period of significant business uncertainty, taking time to deeply understand the events industry's unique requirements.

Proposed Solution

Axithorn designed a comprehensive Zoho CRM-centered solution that would automate the entire event lifecycle while providing the flexibility Zing Events needed during uncertain times.

Solution Architecture

Core Platform Integration:



Zoho CRM

Central hub for all customer interactions, bookings, and operational workflows



Zoho Writer

Dynamic document generation for proposals, invoices, and itineraries



Zoho Sheet

Event-specific packing lists with collaborative checkoff functionality



Zoho Forms

Website integration and field data capture



Zoho Calendar

Integrated booking links for discovery calls



Google Maps API

Intelligent driving time and scheduling calculations

End-to-End Process Automation:



Enquiry Management

Custom web form captures enquiries directly into Zoho CRM with automatic lead assignment



Smart Proposals

Custom functions calculate pricing and generate personalized proposals automatically



Event Planning

Staff assignments, itineraries, and packing lists generated with Google Maps integration



Feedback Automation

Post-event feedback captured and analyzed for continuous improvement

Implementation

Rapid Deployment Strategy

Given the urgency of Zing Events' situation, Axithorn prioritized speed without sacrificing quality:



Phase 1: Core CRM Setup

- Configured Zoho CRM for event management
- Set up custom fields for event-specific data
- Implemented basic enquiry capture and tracking



Phase 2: Automation Workflows

- Built custom pricing calculation functions
- Created automated proposal generation in Writer
- Implemented email follow-up sequences



Phase 3: Operations Integration

- Developed crew itinerary generation
- Created packing list automation in Sheet
- Integrated Google Maps API for logistics



Phase 4: Feedback & Optimization

- Implemented customer feedback automation
- Built field reporting via Forms
- Created director dashboards and reporting

Implementation Approach

Collaborative Design

Axithorn worked closely with Zing Events throughout, ensuring solutions matched real-world needs:

- Rapid iteration with working prototypes
- User feedback integration
- Real-world testing and refinement

Training & Adoption

- Hands-on training for all team members
- Documentation for key processes
- Ongoing support during initial adoption period
- Change management best practices

Technical Excellence

- Custom pricing calculation functions
- Google Maps API integration
- Mobile-friendly field data capture
- Real-time dashboard configuration

Key Achievements

Rapid Implementation

Speedy implementation from crisis to fully operational system enabled Zing Events to remain competitive during lockdowns. **Solution:** Prioritized core functionality first, then added advanced features in subsequent phases.

Remote Operations Enablement

Entire team could work effectively from home with full visibility into operations. **Solution:** Cloud-based system with mobile-friendly interfaces and real-time synchronization.

Professional Customer Experience

Maintained high service standards despite operational challenges. **Solution:** Automated professional proposals and seamless communication workflows.

Results

The transformation exceeded all expectations, turning a crisis into Zing Events' most successful period ever.

Quantifiable Business Impact

Revenue & Profitability

- Most profitable period in 14-year company history achieved post-implementation
- Improved conversion rates through automated follow-up and professional proposals
- Faster payment cycles with automated invoicing

Operational Efficiency

- Reduced proposal generation time from hours to minutes
- 70%+ reduction in manual administrative tasks
- Eliminated manual data entry errors in pricing and logistics

Team Productivity

- Enabled fully remote operations during lockdowns
- Freed staff from administrative tasks to focus on customer service
- Real-time visibility eliminated time spent on status updates

Competitive Advantage

- Professional, rapid proposal generation differentiated from competitors
- Seamless customer experience across all touchpoints
- Foundation for continued growth and scalability

Strategic Achievements



Pandemic Resilience

The automated system allowed Zing Events to remain operational and efficient even during the most challenging period, positioning them for rapid growth as restrictions eased.



Market Leadership

Professional, automated processes differentiated Zing Events from competitors still using manual systems, enabling market share growth.



Data-Driven Excellence

Directors gained unprecedented visibility into business performance, enabling strategic decisions based on real-time data rather than intuition.

Qualitative Benefits

Customer Experience

- Professional, branded proposals delivered within hours
- Seamless booking and communication process
- Consistent experience across all touchpoints

Team Experience

- Eliminated frustrating manual tasks
- Clear visibility into schedules and responsibilities
- Better work-life balance through efficient operations

Leadership Confidence

- Real-time visibility into business health
- Ability to make informed decisions quickly
- Foundation for continued growth

"What began as a period of uncertainty and survival soon became a turning point. The system Axithorn built doesn't just help us manage events—it powers our entire business behind the scenes, supporting our growth long after the crisis passed." — Andy Wells, Director

Lessons Learned and Best Practices

Zing Events' transformation offers valuable insights for businesses facing similar challenges:

Key Recommendations

- 1

Crisis Can Catalyze Transformation

Don't wait for perfect conditions to modernize. Sometimes urgent need drives better decision-making than lengthy planning. Crisis situations often provide the necessary momentum for meaningful change.
- 2

Choose Partners Who Understand Your Business

Technical expertise matters, but understanding your industry and business model is equally critical. Axithorn's investment in understanding Zing Events' operations made all the difference.
- 3

Automate the Entire Journey

Half-measures deliver half-results. Automating the complete customer and operational journey multiplies benefits and creates competitive advantages.
- 4

Prioritize User Experience

Both customer-facing and internal automation should feel seamless and intuitive. Complex systems won't be adopted, negating potential benefits.
- 5

Build for Flexibility

The system that helped Zing Events survive lockdowns continues to support growth in recovered markets. Build for adaptability, not just current needs.
- 6

Real-Time Visibility Drives Better Decisions

Directors who previously spent hours compiling reports now make faster, better decisions with live dashboards and automated analytics.

Industry-Specific Advice

For events and service-based businesses:

- Pricing automation eliminates errors and speeds response times significantly
- Dynamic document generation ensures brand consistency and professional presentation
- Field data capture via mobile forms keeps remote teams connected and accountable
- Logistics automation delivers surprising time savings and accuracy improvements
- Customer feedback automation provides continuous improvement insights

Looking Ahead

With their foundation of operational excellence now firmly established, Zing Events continues to evolve:

Current Focus Areas:

- Expanding automation to new event types and services
- Enhancing customer self-service capabilities
- Deeper analytics for predictive planning
- Integration with additional vendor systems

Future Opportunities:

- AI-powered enquiry qualification and routing
- Enhanced mobile capabilities for field teams
- Advanced resource optimization
- Predictive analytics for seasonal planning

The system built during crisis has become Zing Events' competitive advantage—enabling them not just to survive, but to thrive in an evolving market.

About Axithorn



Axithorn is a Zoho Advanced Partner specializing in business transformation through intelligent automation.

Services:



Zoho CRM Implementation

Implementation and customization services



Business Process Automation

Custom workflow development



API Integration

API integration and development



Ongoing Support

Support and optimization

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