

October 2021

## Zoho Enables Conversational Analytics for All Businesses

By Opus Research

Zoho recently released a collection of updates to its Zoho One platform, building atop an already strong reputation among SMBs as the “operating system for business.” Improvements include a roster of new apps, services, and major platform enhancements to correlate relevant data and create unified, real-time business insights.

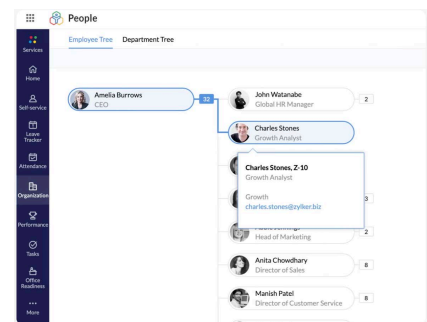
Zoho One’s collection of 45 apps span all primary business functions, including CRM, help desk, sales & analytics, and communications. The bundled value proposition empowers everyday business users to be more productive with Conversational AI and analytics and quickly get snapshots of changing business conditions.

An aspect of Zoho One that is gaining recognition as a key enabler is Zia, Zoho's AI assistant. It is ever-present in the latest round of product suite enhancements, and enables users to use their own words (natural language) for conversational search across all of the data that informs customer profiles, product literature and transactional databases.

Zia is firmly entrenched in Zoho Analytics and DataPrep (which helps catalog, cleanse, enrich, prepare and organize data) and leverages AI & machine learning to make business users be more data driven. Over 1,500 pre-built conversational analytics reports and dashboards allow users to call up Zia to understand critical business decisions with greater precision and speed. This offers better visibility into business processes and bottlenecks, drives higher levels of customer satisfaction, and helps streamline operations.

### Pay Attention to the Graph

One of the new apps includes Work Graph, a back-end service that understands interactions between people, resources, systems and processes. The result of Work Graph will be realized in day-to-day user productivity improvement across various apps -- enabling data mapping between disparate data sources with drag and drop components and graphical mapping features.



### Market Appeal

Zoho is allowing businesses of any size to modernize and automate day-to-day operations. Embedding Conversational AI & Analytics into critical business applications translated to improved sales and support processes for a broader range of organizations. Benefits of this approach include:

- Convenient, conversational enterprise search
- Increased digitization, improved employee productivity
- Predictive insights and business intelligence

### Bottom Line Impact:

Work Graph alone ensures that Zoho One brings new capabilities for SMBs. In combination with Zia, businesses are finding that they can use their own words to query the systems that accelerate sales and help customers complete their desired tasks.