Trigya Innovations

Connected Commerce Done Right — Trigya's Zoho Solution That Redefined KK Industry's Efficiency

KK Industry was scaling fast, but without an integrated system. Orders rose, SKUs expanded and dispatch timelines tightened, yet operations still ran on spreadsheets and disconnected tools. Online stock often differed from reality, finance reacted after dispatch, and teams chased clarity post-sale.

Trigya Innovations rebuilt the backbone—not just the software. By integrating Zoho Inventory, CRM, Books and Commerce, they connected sales, fulfillment, and finance into one flow. What took days now takes seconds. Every order is tracked, costed and validated for profitability before dispatch.

KK Industry Case Study

1. Descriptive Title Card

Trigya Innovations eliminated operational fragmentation using Zoho's integrated suite, enabling KK Industry to scale without losing control.

2. Company Overview

KK Industry operates in **manufacturing and distribution of industrial components**, selling through both **B2B channels and an eCommerce storefront**. With growing order volume, increasing product SKUs, dealer networks, and direct online sales, their operational complexity

outpaced their workflows.

3. Executive Summary

Trigya Innovations implemented **Zoho CRM, Zoho Inventory, Zoho Books, and Zoho Commerce** to build a single, connected system that manages **orders, stock, payments, dealer relations, fulfilment, and financial reconciliation in real time**.

The implementation eliminated dependency on spreadsheets, manual approvals, legacy accounting silos, and non-traceable communication. KK Industry now operates with traceability, faster order-to-cash visibility, and scalable backend architecture.

4. Problem Statement & Key Challenges

KK Industry was growing rapidly, but their system wasn't.

Key Challenges:

- Stock movement and order tracking were done manually via spreadsheets
- CRM, inventory, finance, and online order workflows operated on different systems (with no sync)
- High SKU count → mismatch between physical stock and what was shown online
- Repeated errors in order fulfilment and dispatch assignment
- POs and invoices generated manually → delays and reconciliation gaps
- Limited visibility of profitability per order or customer
- Dealer orders, wholesale and website sales functioned in silos

5. Evaluation of the Problem

The core issue wasn't order volume—it was *fragmentation*.

- Without a unified platform, **each department maintained its own version of data**, causing delays and inconsistencies.
- **Inventory counting didn't match invoicing quantities**, affecting credibility with customers and channel partners.
- Lack of automation slowed dispatch cycles, often resulting in **lost sales opportunities and delayed shipments**.
- **Accounting was reactive**, not real-time—manual consolidation took anywhere from 2–5

days per cycle.

6. Proposed Solutions (Zoho Applications Deployed)

Trigya Innovations recommended a scalable, connected ecosystem using:

Zoho Application	Purpose
Zoho Inventory	Real-time stock control, inter-warehouse tracking, batch management
Zoho CRM	Customer lifecycle management & wholesale enquiry management
Zoho Books	Accurate order-linked invoicing & automated reconciliation
Zoho Commerce	eCommerce storefront integrated with stock, CRM, payments

Functional Improvements Delivered:

- One central **order-to-dispatch management system**
- **Instant stock updation** across offline & online channels
- Automated **invoice generation tied to each order**
- Defined dispatch roles → faster fulfilment
- Complete **360° customer + supplier visibility**
- Reduced manual dependencies in operations & finance

7. Implementation Approach

- Mapped product catalogue, SKU database, customer segments
- Defined sales flows – offline (dealer/distributor), D2C (eCommerce), OEM enquiries
- Migrated historical inventory and financial data
- Automated order sync between Zoho Commerce, CRM & Inventory
- Built dashboards for **Sales, Stock Ageing, Order Status, Real-Time Inventory**

- Trained team on minimal manual handling and exception-based approvals

8. Results & Impact

Before	After
Stock inconsistencies across teams	Real-time stock accuracy across all sales channels
2–5 days to consolidate data	Actionable insights available instantly
Manual invoices & dispatch	Auto-generated invoices aligned with order status
Reactive operations	Predictive planning and proactive dispatch
No profitability clarity per order	Gross margin visibility per transaction/customer

Outcome:

KK Industry shifted from operational firefighting to controlled, data-driven scaling. Fulfilment speed improved, leakages were eliminated, and expansion into new sales regions is now tech-supported instead of people-dependent.

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