

Zoho Desk Case Study

How Sumo Tech Used Zoho Desk to Transform
Korridor's IT Support and Service Management





Overview

Korridor Holdings, a leading cross-border FinTech company based in Gauteng, South Africa, partnered with Sumo Tech, a certified Zoho Partner Implementation Specialist, to streamline their IT support processes. Prior to implementation, Korridor faced challenges with scattered communication channels, inconsistent service levels, and limited visibility into ticket resolution metrics. By implementing Zoho Desk, integrated with Zoho CRM and WhatsApp, Korridor successfully centralized its support workflows, improved response times, and empowered teams with better visibility across incidents, tasks, and service requests.



Key Takeaways



- 1 Unified ticketing and escalation management through Zoho Desk.**
- 2 Seamless integration with Zoho CRM and WhatsApp for omnichannel support.**
- 3 Comprehensive reporting and SLA tracking, improving operational visibility.**
- 4 Enhanced customer satisfaction through efficient issue resolution.**
- 5 Empowered internal teams via tailored training and optimized processes.**

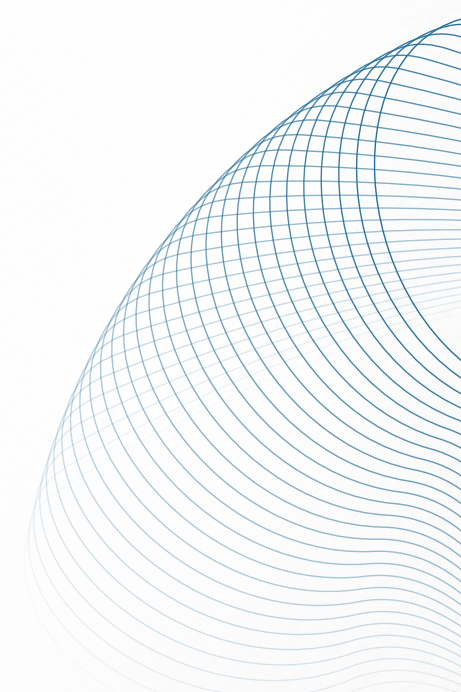




Executive Summary

Korridor Holdings operates within the Financial Technology (FinTech) sector, focusing on digital payment solutions and transaction management across multiple African markets. With an expanding client base and complex operational ecosystem, the need for an efficient and scalable IT support system became a top priority.

Located in South Africa, Korridor employs a team of 201-500 users who depend on quick, reliable, and transparent technical support to ensure smooth platform operations.



Problem Statement and Key Challenges

1 Fragmented Communication Channels

Support tickets were reported without a unified system to track progress.

2 Lack of Centralised Visibility

Incidents and resolutions were tracked manually, making it difficult to monitor open issues or measure SLA compliance.

3 Delayed Response and Escalation

Without a structured process, high-priority issues often faced delays in routing and resolution.

4 Limited Analytics and Reporting

– There was no centralised dashboard to analyse trends, such as ticket volume, resolution time, or recurring issues.

5 Manual Prioritisation of Incidents

Ticket severity and classification relied on human judgment, leading to inconsistencies.

6 Inconsistent Customer Experience

Due to lack of structured workflows, customers experienced varied response quality and timelines.

Proposed Solution

Sumo Tech proposed implementing Zoho Desk with two key integrations:

1. WhatsApp Integration – To allow real-time issue reporting and communication from staff and clients directly into the Zoho Desk ticketing system.
2. Zoho CRM Integration – To provide contextual visibility into customer data and past interactions, ensuring faster and more personalised support.

Sumo Tech's unique system setup also involved tailoring workflows to mirror Korridor's internal escalation procedures and defining automation rules to handle high-severity (S1) incidents.

Key Functionalities Implemented:

- Automated Ticket Routing & Classification: Tickets logged via email, WhatsApp, or CRM were automatically categorised by priority and assigned to the appropriate support team.
- SLA-Based Escalation: Configured response and resolution timelines ensured compliance and transparency.
- Custom Dashboards & Reports: Provided actionable insights into ticket trends, agent performance, and SLA compliance rates.
- Knowledge Base Setup: Enabled agents to record and reuse solutions, improving long-term efficiency.

Implementation

Planning and Configuration:

Customisation of Zoho Desk modules, ticket fields, and user roles to align with Korridor's existing workflow and escalation hierarchy.

Integration Setup:

Seamless connection between Zoho Desk, Zoho CRM, and WhatsApp, enabling omnichannel communication and synchronised customer data access.

User Training and Adoption:

Sumo Tech conducted multiple hands-on training sessions to onboard 45 users across support, business analysis, and QA teams. The sessions covered ticket handling, SLA tracking, and knowledge base usage.

Testing and Optimisation:

Pilot testing was conducted using live support scenarios, refining automation rules and reporting dashboards before full-scale rollout.

Go-Live and Continuous Support:

The system went live in May 2024, with Sumo Tech providing post-implementation monitoring and fine-tuning to ensure stability and user confidence.





Results

The introduction of Zoho Desk significantly improved Korridor's IT support efficiency and user satisfaction:

- 40% reduction in average ticket resolution time.
- Increased SLA compliance from 65% to 92% within the first three months.
- Improved communication through integrated WhatsApp and CRM channels.
- Enhanced visibility via custom dashboards and performance analytics.
- Stronger collaboration between IT, business analysis, and QA teams.
- Higher customer satisfaction, with consistent and transparent support communication.



Final Thoughts

This implementation marked a major step in Korridor Holdings' journey toward operational excellence. Sumo Tech's partnership-driven approach not only solved immediate challenges but also laid a scalable foundation for continuous service improvement.

The success of this project demonstrates the impact of Zoho Desk's flexibility combined with Sumo Tech's expertise in process optimization, integration, and user enablement which resulted in a high-performing, future-ready IT support ecosystem for Korridor.



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