



Zoho CRM for Petrochemical Manufacturing in Constantine

Case Study



Overview

Constantine is a critical hub in Algeria's petrochemical sector, producing polymers, solvents, and industrial chemicals. With rising demand and government support, the need for digital sales and operational coordination is urgent.

- Long-cycle B2B sales and bulk orders
- Inventory of hazardous materials and chemicals
- Vendor contracts and export documentation
- Production planning and dispatch
- Compliance with Algerian safety and tax regulations

Zoho provides a unified, cloud-based CRM solution to digitize these operations efficiently.



Zoho Features for Petrochemicals

- **Zoho CRM:** Lead tracking, deal pipeline, sales forecasting (B2B focused)
- **Zoho Inventory + Books:** Batch-wise stock tracking, VAT-compliant invoicing, cost control
- **Zoho Creator:** Custom apps for production logbooks, safety forms, chemical batch registration
- **Zoho Desk:** Customer support and issue tracking
- **Zoho Analytics:** Visual dashboards for plant efficiency, sales, and client profitability
- **Zoho Projects & People:** Maintenance planning, workforce scheduling, project oversight
- **Localization:** Arabic/French interface, Algerian tax structure, mobile-friendly access

Technology Stack



How Zolute Helps Constantine's Manufacturers

- **Custom CRM Deployment:** Configured for Algeria's B2B chemical sales workflows
- **Algerian Tax & Language Compliance:** Supports Arabic/French users and regional tax rules
- **Integration with Existing Systems:** Works with MES, logistics tools, or accounting software
- **Field Team Enablement:** Mobile dashboards and tools for engineers, sales reps, and supervisors
- **Ongoing Support:** Training, upgrades, and helpdesk across Algeria and North Africa

Zolute ensures your petrochemical business runs leaner, faster, and safer — powered by Zoho.



Get In Touch



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