



# Powering Algeria's Gas Distribution in Bejaia with **Zoho** **CRM**

Case Study



# Overview

Bejaia is a major hub in Algeria's gas distribution network—linking ports, pipelines, and residential supply chains.

- B2B and B2C customer segmentation
- Field staff coordination for delivery & installation
- Cylinder tracking and fleet operations
- Safety, invoicing, and Sonatrach/Alnaft compliance
- Multilingual communication with end-users
- Zoho CRM helps digitize, unify, and optimize these touchpoints from a single platform.



# Zoho CRM Features for Algeria's Gas Sector

- **Lead & Account Segmentation** – Classify by region, volume, and client type
- **Field Sales & Delivery Tracking** – Assign agents, track deliveries, capture issues
- **Contract & Quote Automation** – Templates for bulk gas supply contracts
- **Omnichannel Communication** – SMS, call, email in Arabic/French
- **Invoicing & VAT-Compliant Billing** – Algeria-ready financial documentation
- **Territory Management** – Region-wise rep assignment & route planning
- **Audit Logs & Real-Time Reporting** – For inspections and safety compliance

# Technology Stack



# How Zolute Helps Bejaia's Gas Companies

Zolute enables digital transformation for Algeria's gas distribution companies with:

- **Bilingual CRM Setup** – Tailored Arabic/French interface with Algeria-specific workflows
- **Bejaia-Focused Operations Mapping** – Field agent routes, depot structures, and B2B segmentation
- **Mobile Integration for Field Staff** – Real-time updates on deliveries, complaints, and cylinder status
- **Zoho Books & Inventory Integration** – Sync CRM with gas stock and financial systems
- **Training & Support** – On-ground and remote enablement for Algerian teams



# Get In Touch



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