


# Zoho Meetup!

## Istanbul Kullanıcı Grubu

---

 Zoho Kullanıcılarına Danışın





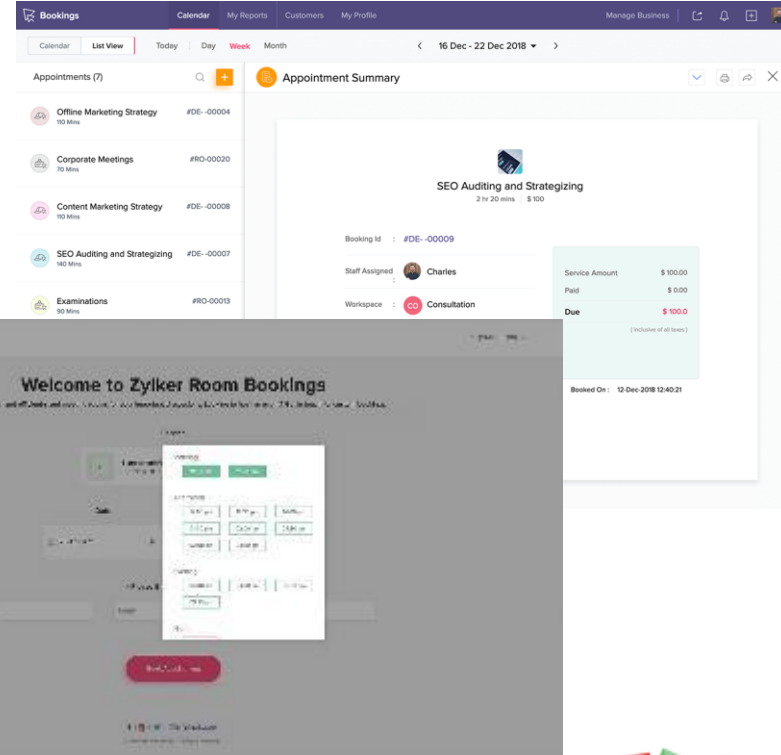
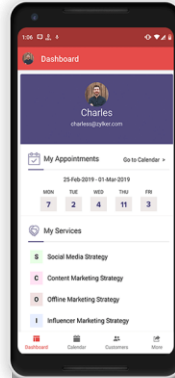
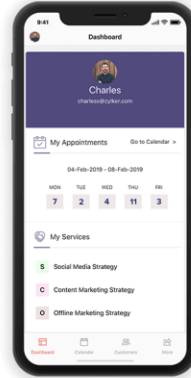
Celebrating  
50 Million Users

# Zoho Güncellemeleri



# Zoho Ailesinin Yeni Üyesi Zoho Bookings : Küçük İşletmeler İçin Randevu Yöneticisi

- ◆ Zoho CRM, Outlook Takvim, Google Takvim Entegrasyonu
- ◆ Müşteri Portalı ve Custom Domain Özelliği
- ◆ Sektörlere Özel Ekranlar
- ◆ TL Para Birimi
- ◆ IOS&Android Mobil Uygulamalar

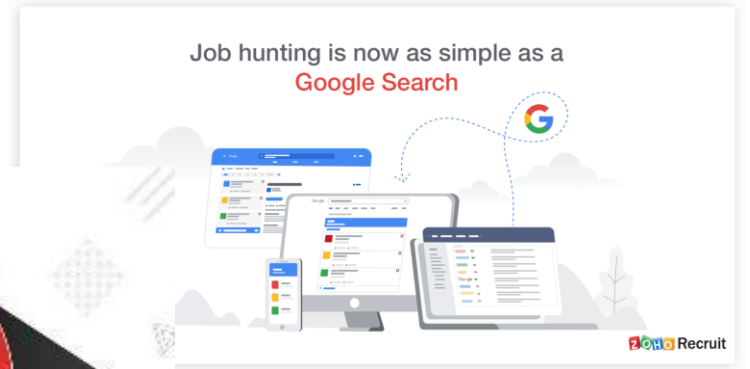


# Zoho İK Uygulamalarında Son Yenilikler ve Yeni Çıkan People Plus Paketi



ZOHO Recruit  
Yapına Giriyor

# 10



# Kurumunuz İçin İK Uygulama Kiti : Zoho People Plus Paketi

**ZOHO** People Plus



PEOPLE



RECRUIT



EXPENSE



CONNECT



CLIQ

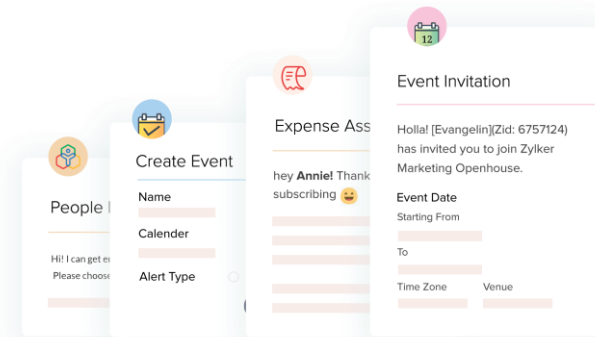


SIGN

\$  
**8**

/user/month billed annually

\$10 /user month to month



**ZOHO**

# Gartner Araştırmalarında Zoho CRM'in Yükselişi – Gartner Magic Quadrant Haritasında Zoho Liderler Arasında!



Gartner®



# Zoho CRM Whatsapp Entegrasyonu





# Zoho CRM Whatsapp Entegrasyonu Çalışmaları

The screenshot displays the Zoho CRM WhatsApp integration interface. On the left, a list of chat conversations is visible, including one with Haluk Çavuşoğlu. The main chat window shows a conversation with Haluk Çavuşoğlu. The customer's message is highlighted in a red box and labeled "Müşterinin attığı ilk mesaj". The bot's response is highlighted in a blue box and labeled "Bir BOT karşılayarak müşteriyi yönlendirebilir (Opsiyonel)". The bot's response includes a greeting and four options: "Send 1 - For meat orders", "Send 2 - For Lamb Orders", "Send 3 - For Goat Orders", and "Send 4 - To speak to Us". The customer's response is highlighted in a red box and labeled "Agent'in mesajı". The customer's response is "Hi, I would like to learn about your services". The bot's response is "Sure. How can we help you?". The right sidebar shows the contact details for Haluk Çavuşoğlu, including location (Turkey), tags (Turkey), address (Ulusoy sk. Maviyu Evleri 12/5, Atasehir, 34750, Istanbul, Turkey), and email (haluk@cloudyfox.com). The email field is highlighted in a red box and labeled "Agent'in eklediği email".

 **Sendbee**  
Conversational Platform for WhatsApp

  
Official Sendbee Reseller

# Zoho CRM Whatsapp Entegrasyonu Çalışmaları

249 \$/Ay

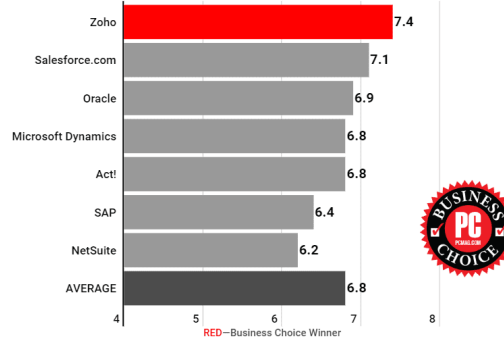
- ✓ Limitsiz Mesaj
- ✓ Limitsiz Agent Sayısı

\*WhatsApp Business numaranız var ise limitsiz agent sayısına sahip olabilirsiniz. Yok ise Agent sayınız 20 ile sınırlanır.

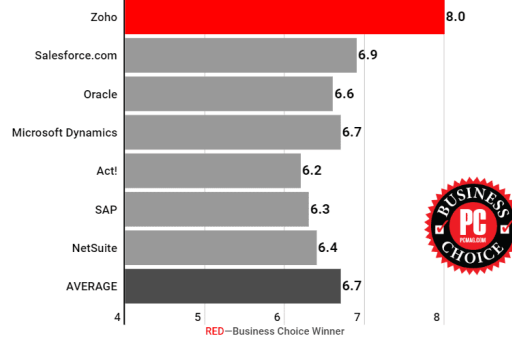


# Zoho CRM, PCMag Business Choice Ödülleri 2019 Birincisi Oldu

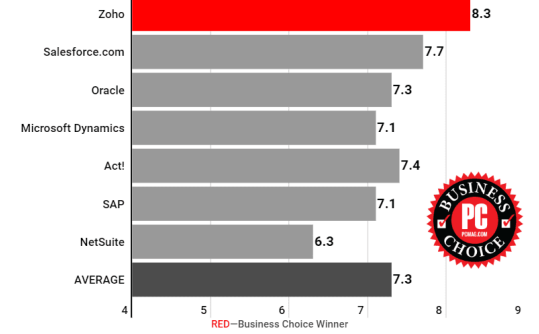
## Genel Memnuniyet



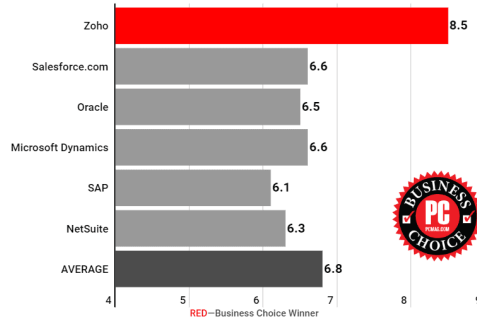
## Önerilebilirlik



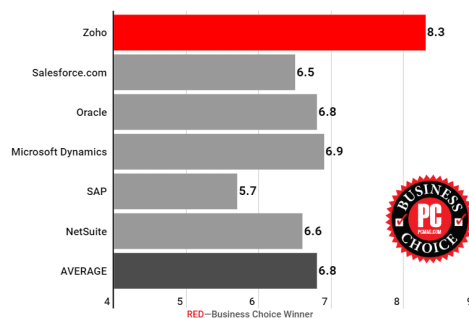
## Güvenilebilirlik



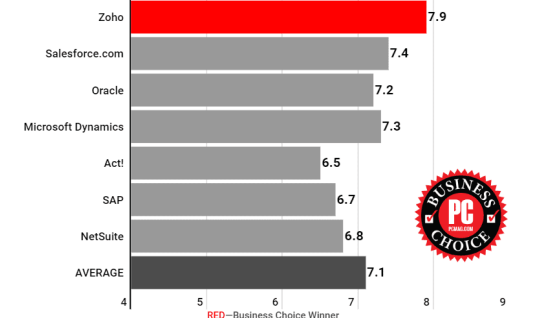
## Mobil CRM



## Sosyal Medya Entegrasyonu

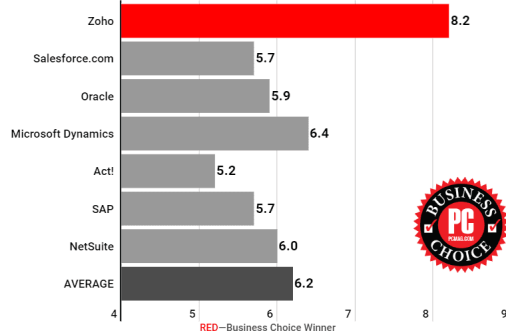


## Özel Raporlar

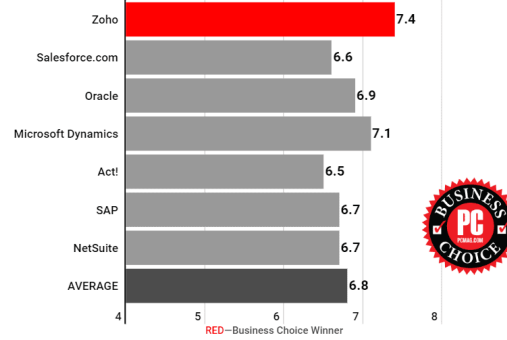


# Zoho CRM, PCMag Business Choice Ödülleri 2019 Birincisi Oldu

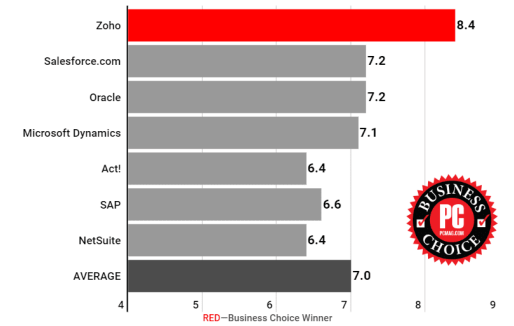
## Maliyet



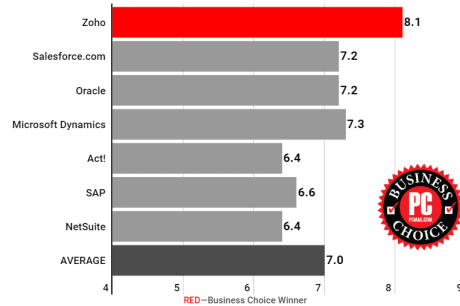
## Doküman Yönetimi



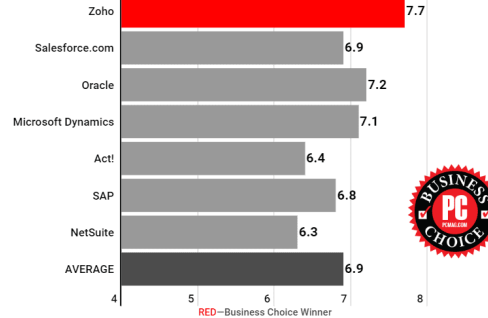
## Mail Entegrasyonu



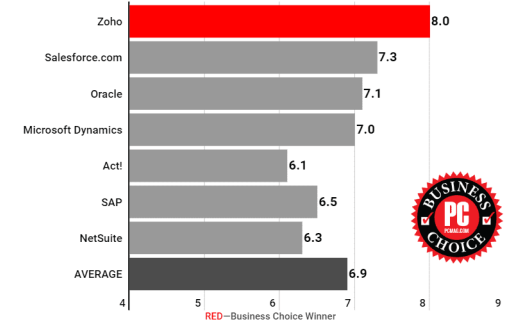
## Mail Takibi



## İş Akışı Yönetimi

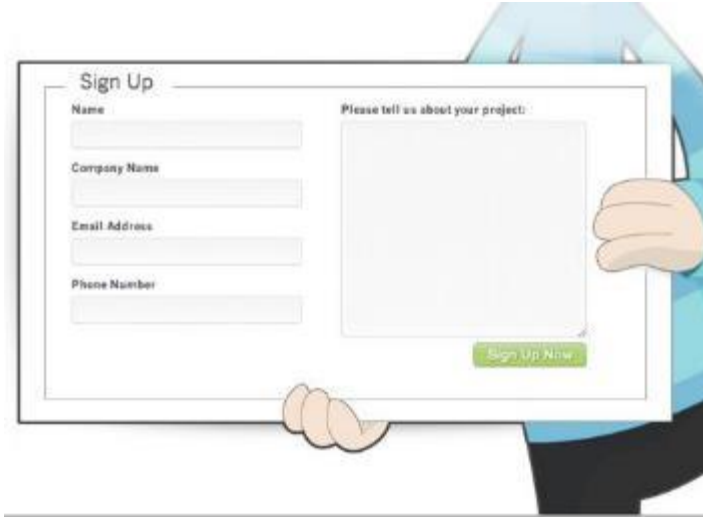


## Lead Yönetimi



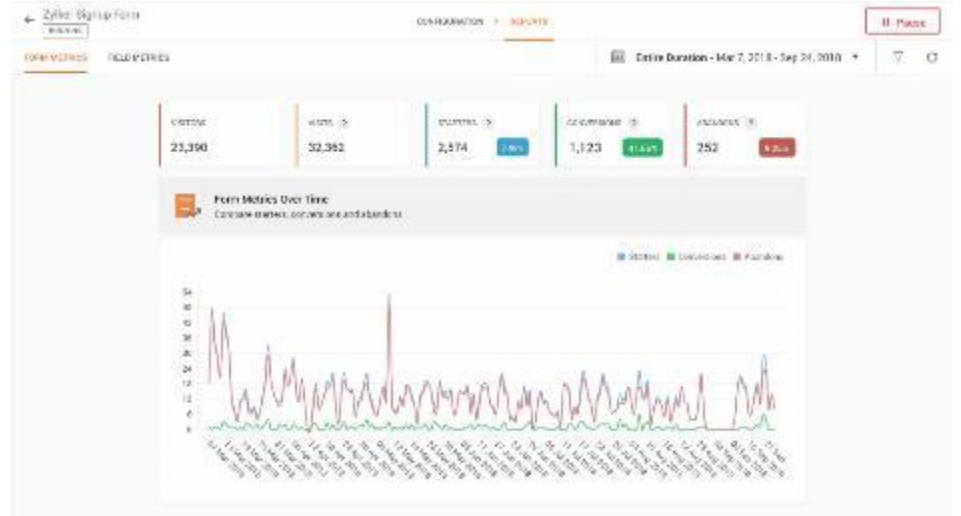
# Zoho CRM'e 6 Yeni Özellik

## Webform Analitikleri



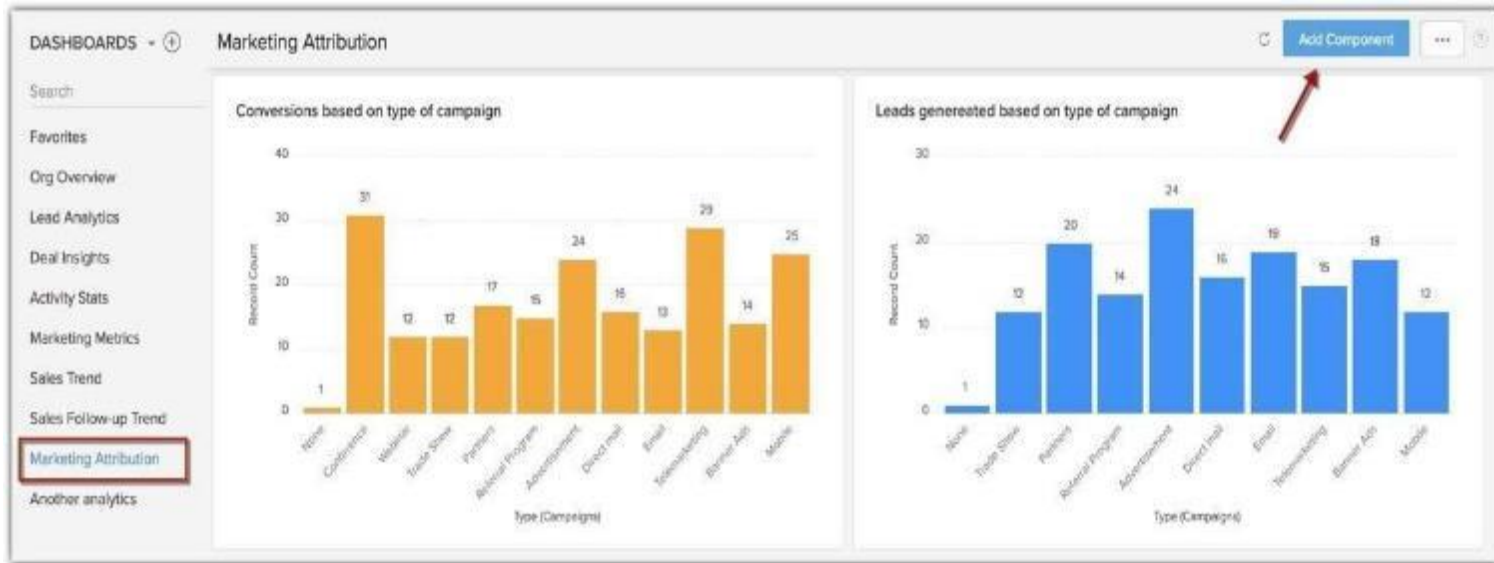
A cartoon illustration of a person in a blue shirt holding a white sign-up form. The form has the following fields:

- Name
- Company Name
- Email Address
- Phone Number
- Please tell us about your project: (text area)
- Sign Up Now (button)



# Zoho CRM'e 6 Yeni Özellik

## Pazarlama Yaklaşımı



# Zoho CRM'e 6 Yeni Özellik

## Kohort Analizi

### Kohort Stilini Seç

#### GÜN BAZINDA SATIŞ KOHORTU

Oluşturma Zamanı	Kayıt Sayısı	Kohort Süresi(Gün Cinsinden)		
		1	2	3
31/03/2019	100	12	18	20
01/04/2019	120	29	15	22
02/04/2019	90	17	25	30
03/04/2019	110	20	22	18
04/04/2019	130	10	15	22

Temel

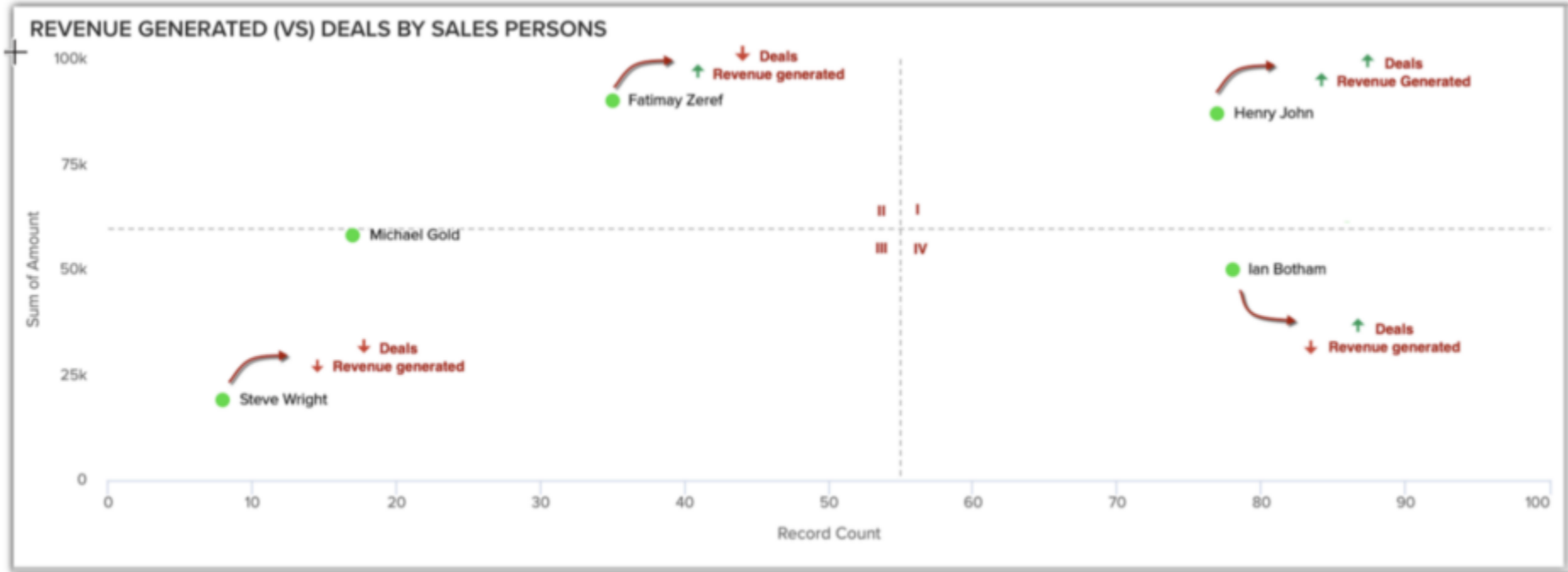
#### MÜŞTERİ ADAYI KAYNAKLARI İÇİN SATIŞ KOHORTU

Müşteri Adayı Kaynağı	Kayıt Sayısı	Kohort Süresi(Yıl Cinsinden)		
		1	2	3
Facebook	100	12	18	20
Webiner	120	29	15	22
Ticari Fuar	90	17	25	30
Direkt Tel. Arama	110	20	22	18
Yönlendirme	130	10	15	22

Standart

# Zoho CRM'e 6 Yeni Özellik

## Çeyrek Analizi





# Zoho CRM'e 6 Yeni Özellik

## Zia'dan İş Akışı Önerileri

Zia suggested Workflow for Contacts

It looks like a few of your routine activities could be automated. Save your sales team 10 minutes of work with Zia workflow suggestions.

**WHEN** Record Action [Create](#)

**CONDITION** This rule will be executed for all Contacts.

**Instant Actions**

**Tasks**  
[Schedule demo](#)

[Create as Workflow](#)

**Suggestion**  
Save your sales team hours of work with Zia workflow suggestions.

**Attention**  
50% of 6 Policies created in the last 1 week(s) are not touched by any Workflow rule(s).

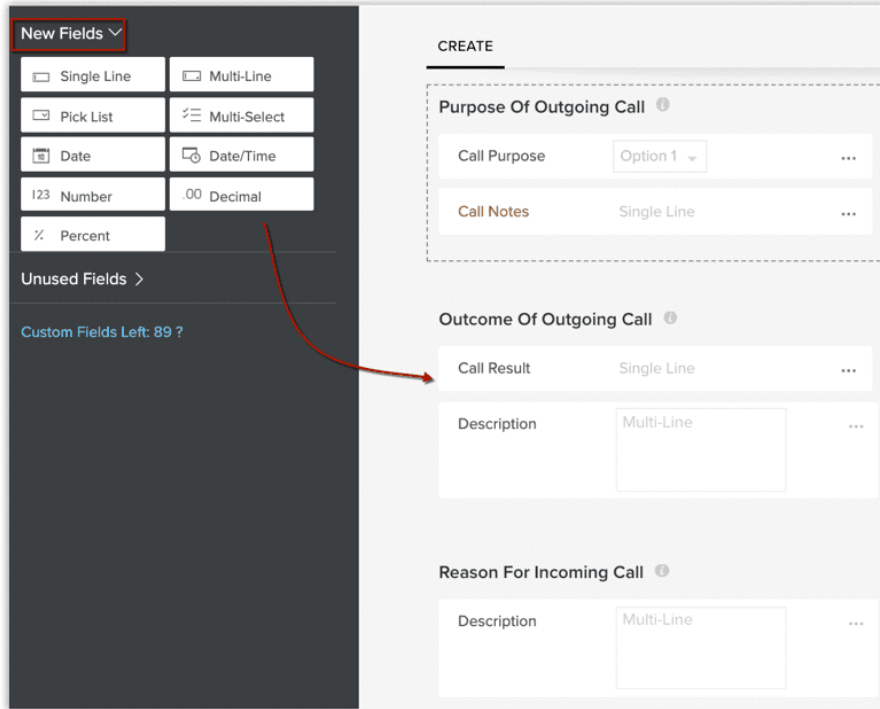
**Attention**  
100% of your Leads are without any email follow up for the past 7 days.

**Attention**  
100% of your Contacts are without any email follow up for the past 7 days.

**Attention**  
75% of your Prospects are without any email follow up for the past 7 days.

# Zoho CRM'e 6 Yeni Özellik

## Çağrılar Modülünün Özelleştirilebilmesi



The image shows the Zoho CRM interface for customizing the 'Calls' module. On the left, the 'New Fields' panel is visible, listing various field types: Single Line, Multi-Line, Pick List, Multi-Select, Date, Date/Time, 123 Number, .00 Decimal, and Percent. Below this, it shows 'Unused Fields' and 'Custom Fields Left: 89'. A red arrow points from the 'Multi-Line' field type in the 'New Fields' panel to the 'Description' field in the 'Outcome Of Outgoing Call' section of the 'CREATE' form. The 'CREATE' form is divided into three sections: 'Purpose Of Outgoing Call', 'Outcome Of Outgoing Call', and 'Reason For Incoming Call'. Each section contains fields for 'Call Purpose', 'Call Notes', 'Call Result', 'Description', and 'Reason For Incoming Call' with their respective field types and options.

**New Fields**

- Single Line
- Multi-Line
- Pick List
- Multi-Select
- Date
- Date/Time
- 123 Number
- .00 Decimal
- Percent

Unused Fields >

Custom Fields Left: 89 ?

**CREATE**

**Purpose Of Outgoing Call**

- Call Purpose: Option 1
- Call Notes: Single Line

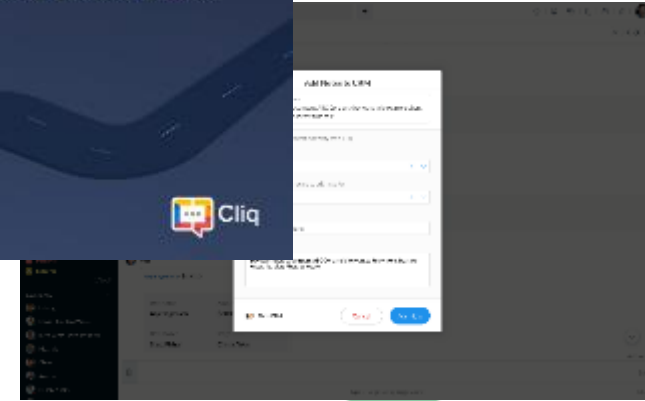
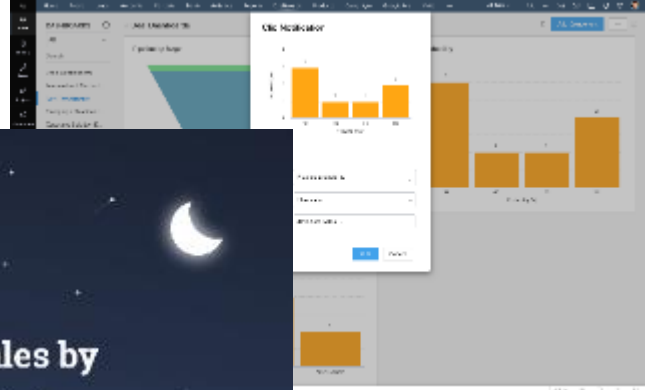
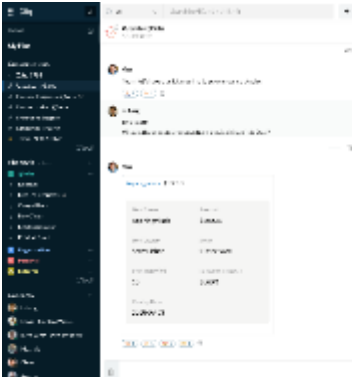
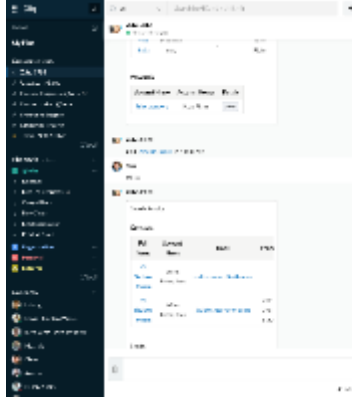
**Outcome Of Outgoing Call**

- Call Result: Single Line
- Description: Multi-Line

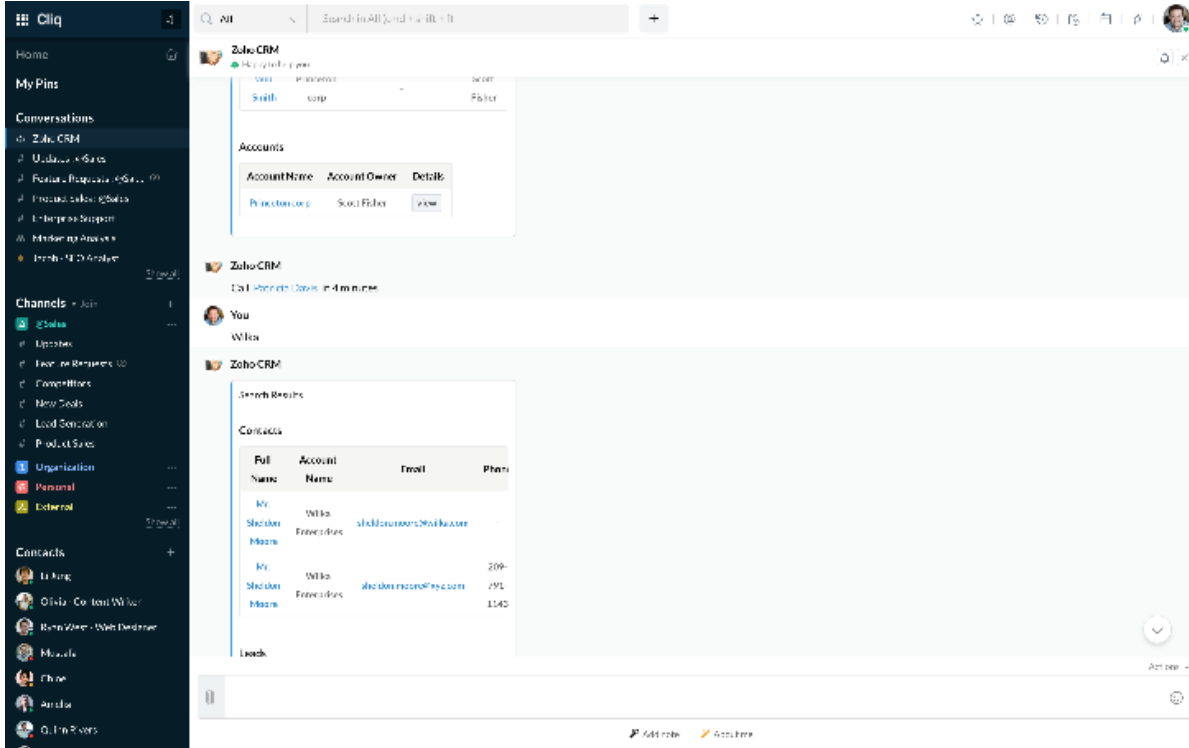
**Reason For Incoming Call**

- Description: Multi-Line

# Zoho CRM-Cliq Entegrasyonu



# Zoho CRM-Cliq Entegrasyonu | CRMBot'undan Yararlanın, Cliq Üzerinden Anlık Cevaplar Alın



The screenshot shows a chat window in Zoho Cliq. The chat history includes:

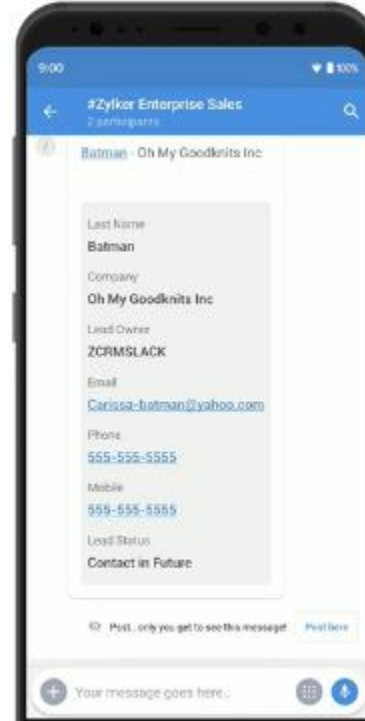
- A message from Zoho CRM: "Hi! Search for 4 minutes" (4 minutes ago).
- A message from You: "Hi!"
- A message from Zoho CRM: "Search Results" (4 minutes ago).

The "Search Results" card displays a table of contacts:

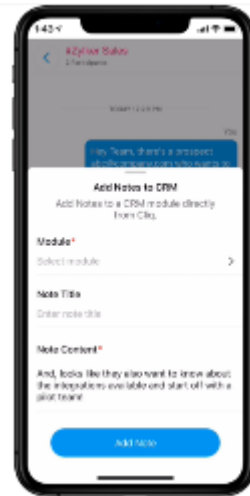
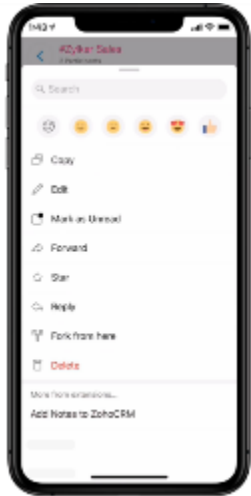
Full Name	Account Name	Email	Phone
Ky Shikha Meera	Freemove	shikha.meera@freemove.com	-
Ky Shikha Meera	Freemove	shikha.meera@freemove.com	209-791-1140

The interface also shows a sidebar with navigation options like Home, My Pins, Conversations, Channels, and Contacts.

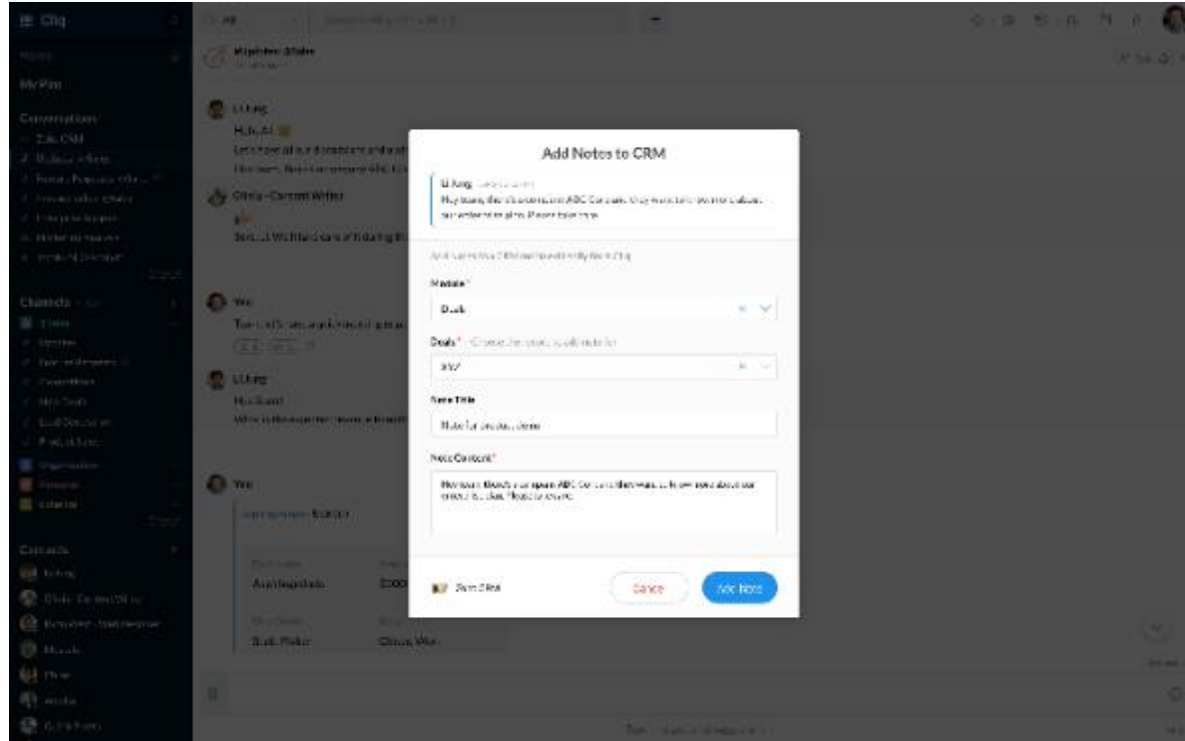
# Zoho CRM-Cliq Entegrasyonu | CRM 'deki Leadlerinizi Chat'ten Paylaşın



# Zoho CRM-Cliq Entegrasyonu | Cliq Üzerinden CRM'e Not Atın



# Zoho CRM-Cliq Entegrasyonu | Cliq Üzerinden CRM'e Not Atın



# Zoho CRM-Cliq Entegrasyonu | CRM Raporlarınızı Cliq Üzerinden Paylaşın





# Zoho One Paketinin İeriđi Yeni Uygulamalar ve zellikler ile Zenginleşmeye Devam Ediyor



- ◆ Yeni Uygulama - Zoho Orchestly
- ◆ Yeni Uygulama - Zoho Bookings

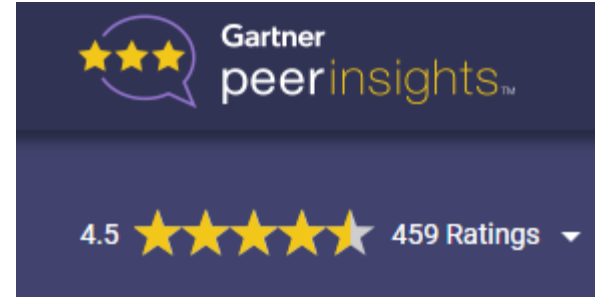
# Gartner Araştırmalarında Zoho'nun Yükselişi ve Gartner'dan Zoho Desk'e Ödül



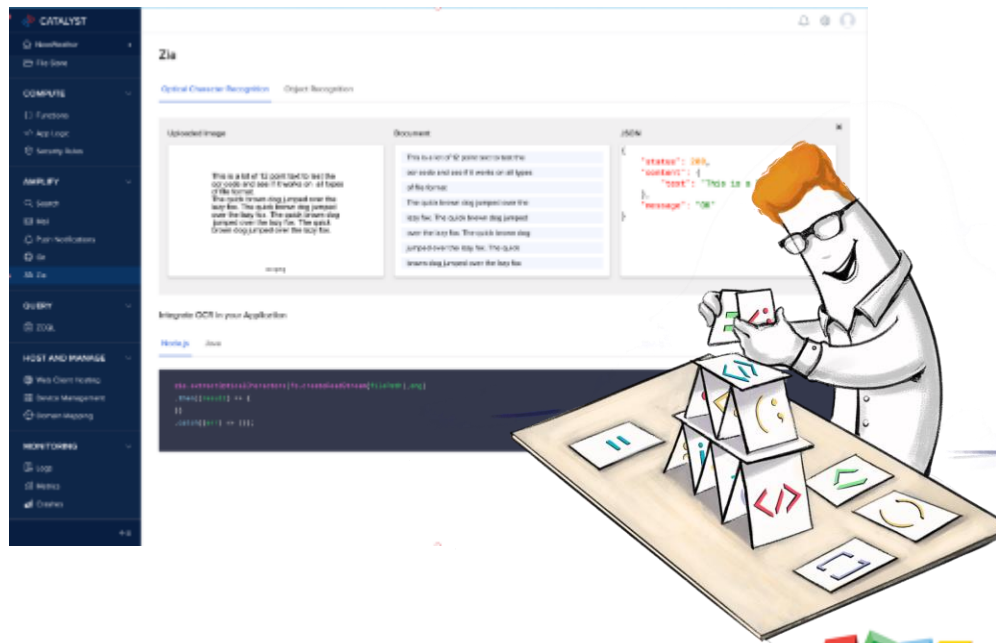
**Zoho Desk** is named an August 2019 Gartner Peer Insights **Customers' Choice** for CRM Customer Engagement Center.



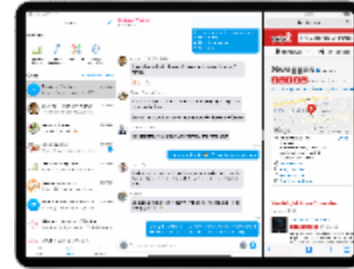
The Gartner Peer Insights Customers' Choice badge and the Gartner Peer Insights logo are trademarks and service marks of Gartner, Inc., and/or its affiliates, and are used herein with permission. All rights reserved. All other logos and trademarks are the property of their respective owners. All logos are used as a registered or unregistered trademark. They either represent the place of origin or the sole source of information by Gartner or its affiliates.



# Zoho'nun Yazılımcılar İçin Yeni Geliştirme Platformu : Zoho Catalyst



# Zoho Mobil Uygulamaları Güçlenmeye Devam Ediyor



# Zoho CRM'in Mobil Versiyonundaki Öne Çıkan Yenilikler

iOS 13

Rapor ve Doküman  
Tarayıcı

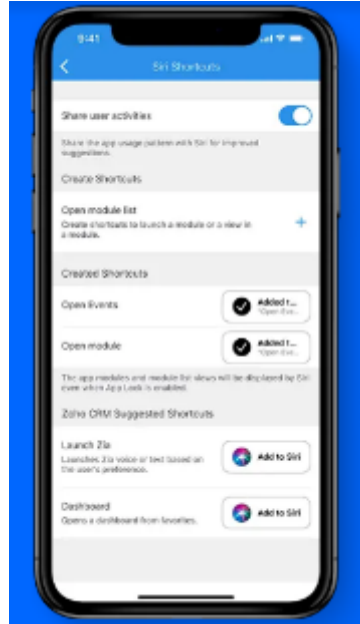


# Zoho CRM'in Mobil Versiyonundaki Öne Çıkan Yenilikler

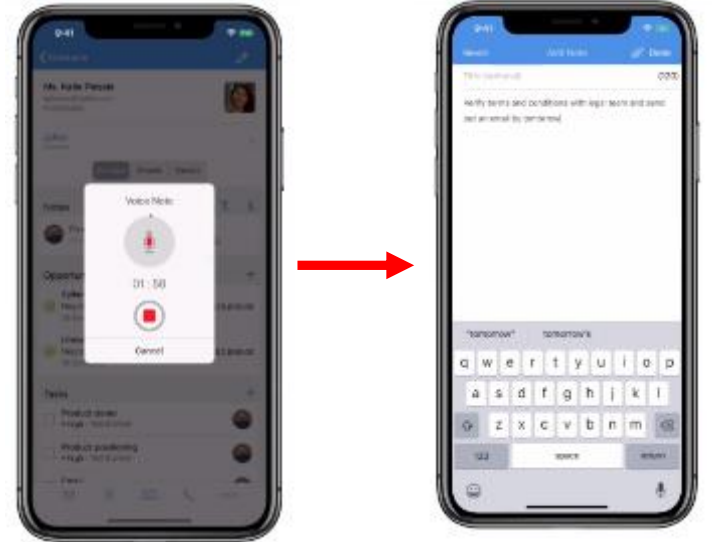
## Darkmode



## Siri Kısayolları



## Transcription



# Zoho Campaigns'de Yeni İş Akışları ve Journey'ler

The screenshot displays the Zoho Campaigns interface for creating a workflow. The main heading is "Create Workflow" with a "SAVE RECENT" button. Below this, there are tabs for "Workflow Series", "Workflow", "Campaign Builder", "Campaign", and "Campaign Workflow". The current view is "Product demo series".

On the left, there are five workflow templates:

- Single-trigger series
- Multi-trigger series
- Multi-trigger series (with a different layout)
- CRM-triggered workflow
- 10-day nurture series

Each template includes a visual representation of the workflow steps and a brief description. For example, the "Single-trigger series" template states: "This series allows you to manage the flow of your campaigns and nurture your leads in a single trigger series."

On the right, a detailed workflow diagram is shown for a "Trigger" event. The workflow consists of the following steps:

- Trigger** (Start)
- Process** (Step 1)
- Decision** (Step 2) - A diamond-shaped decision node with the text "Should I continue with this series?"
- Process** (Step 3) - A rectangular process node with the text "Add to the series"
- Process** (Step 4) - A rectangular process node with the text "Add to the series"

The diagram also shows a "Process" node at the top right, which is connected to the "Decision" node. The workflow is currently in an "Active" state, as indicated by the "Active" button in the top right corner.

# Zoho Creator'daki Yeni Geliřmeler

---





# Cloudyflex Başarı Hikayelerini Sürdürmeye Devam Ediyor

Alotech



MCAN Health



Osmanlı Menkul



Great Place to Work  
Türkiye



## Yazılı Hikayelerimiz



Sayfaya gitmek için [tıklayın.](#)



# Faydalı Sayfalar



# Mart Ayından Bugüne Kadar Gerçekleşen Güncellemeler

Zoho **CRM** Üzerinde **19** Kritik Güncelleme – Güncelleme Listesi İçin [Tıklayın](#)

Zoho **People** Üzerinde **16** Kritik Güncelleme – Güncelleme Listesi İçin [Tıklayın](#)

Zoho **Sites** Üzerinde **8** Kritik Güncelleme ve Yeni Arayüz – Güncelleme Listesi İçin [Tıklayın](#)

Zoho **Assist** Üzerinde **6** Kritik Güncelleme – Güncelleme Listesi İçin [Tıklayın](#)

Zoho **Inventory** Üzerinde **24** Kritik Güncelleme – Güncelleme Listesi İçin [Tıklayın](#)

Zoho **Social** Üzerinde **7** Kritik Güncelleme – Güncelleme Listesi İçin [Tıklayın](#)

Zoho **Projects** Üzerinde **27** Kritik Güncelleme – Güncelleme Listesi İçin [Tıklayın](#)

# Mart Ayından Bugüne Kadar Gerçekleşen Güncellemeler

Zoho **Forms** Üzerinde **6** Kritik Güncelleme – Güncelleme Listesi İçin [Tıklayın](#)

Zoho **Recruit** Üzerinde **18** Kritik Güncelleme – Güncelleme Listesi İçin [Tıklayın](#)

Zoho **Survey** Üzerinde **25** Kritik Güncelleme – Güncelleme Listesi İçin [Tıklayın](#)

Zoho **Analytics** Üzerinde **36** Kritik Güncelleme – Güncelleme Listesi İçin [Tıklayın](#)

Zoho **Sprints** Üzerinde **38** Kritik Güncelleme – Güncelleme Listesi İçin [Tıklayın](#)

Zoho **Motivator** Üzerinde **11** Kritik Güncelleme – Güncelleme Listesi İçin [Tıklayın](#)

Zoho **Connect** Üzerinde **20** Kritik Güncelleme – Güncelleme Listesi İçin [Tıklayın](#)

# Ücretsiz Zoho Marketplace Uygulamaları

Popüler Zoho **CRM** Eklentileri

 [İndir](#)



Zendesk - [İndir](#)



Proposify - [İndir](#)

 Bitly - [İndir](#)



KanbanBoard - [İndir](#)

Popüler Zoho **Cliq** Eklentileri



Google Analytics - [İndir](#)



Trello- [İndir](#)



Projects - [İndir](#)



Mailchimp - [İndir](#)



PollBot- [İndir](#)



Zapier- [İndir](#)

# Ücretsiz Zoho Marketplace Uygulamaları

Popüler Zoho **Mail** Eklentileri



Twitter - [İndir](#)



One Drive - [İndir](#)



One Drive - [İndir](#)



Assist - [İndir](#)

Popüler Zoho **Projects** Eklentileri



Zendesk - [İndir](#)



Checklist - [İndir](#)



Google Drive - [İndir](#)

# Ücretsiz Zoho Marketplace Uygulamaları

Popüler Zoho **Desk** Eklentileri



Trello - [İndir](#)



Google Translate - [İndir](#)



Slack - [İndir](#)



Checklist - [İndir](#)



Customer Insight - [İndir](#)



Parent Child Ticketing - [İndir](#)



Ticket Insight- [İndir](#)



Hippo Video - [İndir](#)

# Ücretsiz Zoho Marketplace Uygulamaları

Popüler Zoho [SalesIQ](#) Eklentileri

 Campaigns - [İndir](#)



# Zoho Community : Global Zoho Kullanıcılarının Sosyal Platformu



<https://community.zoho.com/>

# Zoho Forumları : Zoho Kullanıcılarının Yardımlaşma Ağı

**ZOHO** Home My Area Knowledge Base Community Sign In

Community

**Categories** | Recent

**Zoho One**  
The operating system for business. A revolutionary all-in-one suite to run your entire business.  
347 posts • 884 replies • 2 forums

**Zoho Mail**  
Take control of your inbox. Secure, fast, and free email for business.  
33.7k posts • 82.7k replies • 1 forum

**Zoho CRM**  
Welcome to Zoho CRM community. Connect with fellow CRM administrators, developers, and sales folks, ask questions and get answers from your peers and CRM experts. Do more with your CRM that helps you sell smarter, better, faster.  
... [...](#) [...](#) [...](#)

**Add topics**

**Announcements**

- [Add your brand logo to your forum](#)
- [What's New this March 2019 in Zoho Books?](#)
- [Auto-syncing Projects and Time sheets from Zoho Projects](#)
- [Tips & Tricks #14: How to Send Invites to Your Subscribers Using WhatsApp](#)
- [Upcoming updates - Mar 2019 - part 1](#)

<https://help.zoho.com/portal/community/>

# Zoho Academy : Ücretsiz Akademik Dökümanlar

## Resources and Guides

Every strategy your business needs to launch, improve, expand, and thrive.



Volume 1 55 mins  
**A Comprehensive Guide to Market Research**



Volume 2 57 mins  
**Developing a Powerful Brand Positioning Strategy**



Volume 1 42 mins  
**Homepages**

<https://www.zoho.com/academy/>

# Zoho Perspectives : Dijital Bakış Açısı ve Dijital Dünya Hakkında Yazılar

≡ Zoho Perspectives

Q



SOFTWARE

## The art of software

Good products come from good craftsmanship. They come from careful attention to design, from endless rounds of refinement, and from iteration. But none of those things come easily.



SOFTWARE

## Zoho One brings an Operating System for business

Zoho One has been a vision more than ten years in the making. It provided the logic for the panoply of business apps we've been

<https://www.zoho.com/perspectives/>

# Zoho Pain Point Pitch : Profesyoneller, Güncel CRM Konuları Üzerine Konuşuyor



The screenshot displays the Zoho Pain Point Pitch website. At the top left, there is a video player showing three people in a meeting. Below the video, there is a red button labeled "IN THE KNOW". To the right of the video, there is a list of articles with small thumbnail images and titles. The first article is titled "How 'So So' Leads to 'Pity' Turns to the 'Secret' Experience, Moving from 'How So So' to 'So So'". Below the list, there is a red button labeled "IN THE KNOW". At the bottom left, there is a section titled "Conversational AI in Business - Starting Point" with a red button labeled "IN THE KNOW". To the right of this section, there is a section titled "Building a Sales force" with a red button labeled "IN THE KNOW". At the bottom right, there is a red button labeled "PAIN POINT PITCH".

How 'So So' Leads to 'Pity' Turns to the 'Secret' Experience, Moving from 'How So So' to 'So So'

Conversational AI in Business - Starting Point

Building a Sales force

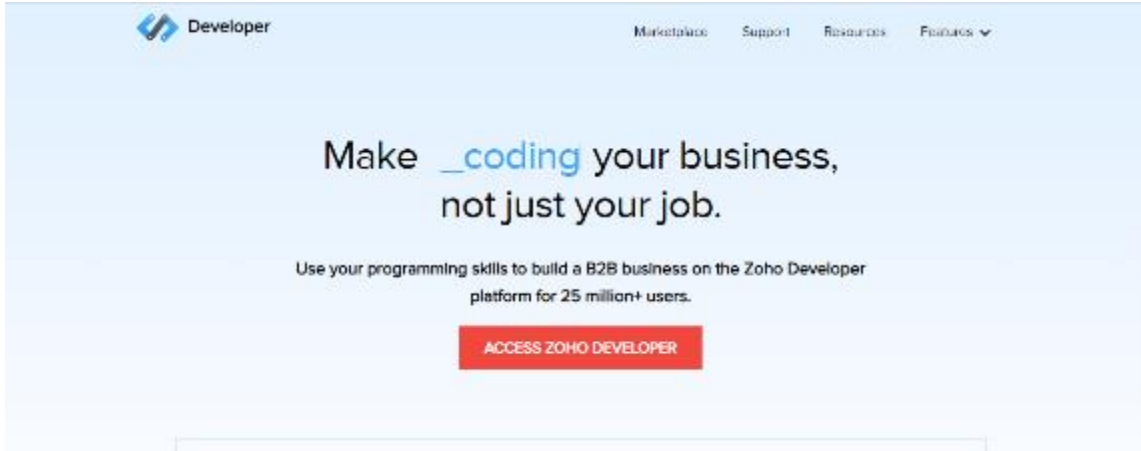
Conversational AI in Business - Starting Point

Building a Sales force

PAIN POINT PITCH

<https://www.zoho.com/crm/painpointpitch/>

# Zoho Developer : Zoho Uygulamalarını Kendi Uygulamalarınızla Bütünleştirin



<https://www.zoho.com/developer/>

# Faydalı Sayfalar – Zoho Marketplace



**EXTEND**  
**THE ZOHO EXPERIENCE**  
with your favorite applications, including:

EVENTBRITE ZENDESK WEBMERGE BOX MESSAGE360 DOCUSIGN SURVEYMONKEY PLIVO SIGNEASY MAILCHIMP

The banner features a blue background with a yellow shopping bag icon on the left. Below the text, there is a row of ten application logos: Eventbrite (red 'E'), Zendesk (green leaf), Webmerge (white 'wm'), Box (blue 'box'), Message360 (red globe), DocuSign (blue 'DS'), SurveyMonkey (green monkey), Plivo (green phone), Signeasy (blue pen), and MailChimp (brown monkey).

<https://marketplace.zoho.com/home>

# Cloudyflex Blog

Dijitalleşme Yolunda Etketif Bütçe Kullanımı

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Ofis Yönetimi  
CRM Plus

Çartı ile detaylı bir pazar  
Kampanya kalitesi



<https://www.cloudyflex.com/blogs/>



# Cloudyflex Sosyal Medya Hesapları



Sosyal Medyada Bizi Takip Ederek  
Etkinlik ve Zoho Güncellemelerinden  
Haberdar Olabilirsiniz



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# Günün Programı

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- ◆ Giriş Sunumu ve Tanışma
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  - ◆ Great Place to Work – Burçak Pak Yılmaz – COO
  - ◆ BTCTurk – Barış Durlanık – Müşteri Hizmetleri Müdürü
  - ◆ Alotech – İdris Avcı – Kurucu Ortak/CTO
  - ◆ MCAN Health – Ufuk Kolsuz – Dijital Pazarlama Yöneticisi
- ◆ Yetkin Zoho Kullanıcılarına ve Cloudyflex Uzmanlarına Danışın & Networking
- ◆ Hızlı Yazılım Geliştirme Platformu : Zoho Creator Üzerinden Neler Yapabiliriz?
- ◆ Networking & Kapanış