

# case *study*



## Case Study

Tamerlane's Journey to Multiple Streamlined Processes



## Overview

There were many opportunities for automation before Tamerlane turned to SuccessFULL Solutions. The processes that needed to be streamlined included email marketing, lead generation, lead nurturing and multiple operations and accounting processes.

Team members were spending too much time on manual tasks, leaving them little time for productivity.



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## The Solution

SuccessFULL Solutions has been able to automate multiple processes including Lead Generation, Lead Nurturing and Deals, and Invoice reporting using Zoho CRM, Zoho Campaigns, Zoho Forms and custom Deluge coding throughout the processes. Some of our key takeaways are:

- Customization within each Zoho application was pivotal in streamlining their processes in the restrictive industry of Cannabis
- Using Zoho applications for each process has help us best streamline all processes without extra development efforts
- In designing a system like Tamerlane's, important to know the projected growth of the company to create the best foundation for growth





- **Company:** Aperon / Tamerlane
- **Industry:** Cannabis Marketplace
- **Business Type:** B2B
- **Location:** Sumner, WA

## Executive Summary

Tamerlane is the first quality verified cannabis marketplace and leading bulk wholesale online cannabis marketplace. We offer 100,000+ lbs of graded material valued +\$5MM from 100s of localized suppliers.





## History

The founder Jhavid Mohseni started Tamerlane in 2016 and it quickly grew to become the region's leading cannabis marketplace, offering graded material to suppliers all over the US. Tamerlane now offers unmatched value to their clients through their intuitive marketplace, comprehensive personalized brokerage, and supply chain services



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## **Implementation**

Zoho is Tamerlane's preferred platform for the convenience of having everything in one system. Keeping all processes within Zoho has helped us create seamless integrations between processes.

### **Lead Generation and Nurturing**

We created lists and segments for Tamerlane's large population of Leads and a more streamlined process for Lead Generation and Nurturing. We took the manual process for nurturing and created automated email campaigns, automated tasks for the team and analytics to reflect the effectiveness of their efforts.

## Implementation

### Deals Process

Now Tamerlane has an automated Welcome process that welcomes each new customer, prompt them to review and sign an agreement, and complete the Onboarding process. After the customer has completed Onboarding, a Deal is created, which takes the new customer into a process where the Tamerlane team and perform the necessary tasks to deliver their products in a timely manner.



## Implementation

### Inventory & Accounting Processes

Since Tamerlane works with many buyers and suppliers, we've customized their system to receive products from suppliers, allow the Tamerlane team to review and approve the products, then make the products available to buyers via the Zoho Commerce website for purchase. This process is still in progress among other processes that are in the roadmap for Tamerlane.



**Jhavid Mohseni**  
**Founder/CEO**



SuccessFULL Solutions has helped us optimize our business in every way.

One of the things I appreciate most about them is how they've not only found clever and creative ways to solve the challenges that we bring them, but they've also identified areas where we can improve! This makes sure that our business is not only succeeding, but that it's also thriving. They've become an essential part of our extended team.



**Shantel Douglas**  
Sales Agent at Tamerlane



Before SuccessFULL Solutions came along, I had quite a few issues with Zoho One. Since working with this wonderful company, I've been able to save a lot of time and headaches when things do come up. SuccessFULL Solutions has been an incredible resource for all of my Zoho One needs. Not only are they always effective and efficient with turn around, they also provide a great sense of peace of mind and knowledge to help in the future.

I would highly recommend SuccessFULL Solutions to anyone looking for a Zoho One whiz. It has been a real game-changer for my day-to-day use on the platform.



- **Zoho Partner:** SuccessFULL Solutions
- **Contact:** [Keitha McAdams](#)
- **Book a Consultation** [here](#)



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