



ZOHO Forms

GETTING INTO THE ZONE

Getting into the Zone

How

India's first exclusive online store

for headphones, earphones and personal audio devices carved a niche in the country's e-commerce space with a little help from Zoho Forms.

On a mission to bring good sound

A destination store for discovering the world's finest headphone brands, Headphone Zone focuses on bringing the best music listening devices from around the world to India's audiophiles.

They planned to remain focused Their plan was to remain focused on Headphones, Earphones and related accessories as a category and maintaining their niche while making available new, prominent, high-end international headphone brands in India.

Our aim is to take the Headphone Zone experience to the length and breadth of music listeners across India. As an Indian operated and founded company, it was of great value and pride to us that we could choose an Indian company for our forms, ticketing and CRM needs.

Raghav Somani,
CEO, Headphone Zone

The road from retail to online

The brand Headphone Zone started out in 2011 as an exclusive headphone and earphone retail store and quickly scaled up to 6 stores in Chennai and Bangalore. Since then the focus has shifted primarily to the web store, which went online on 1st January, 2015.



A Slight Niggle

As Headphone Zone continued to expand their business, with it so did their traffic online.

When they began selling over

2000+ headphones in 20+ styles from over 50+ brands,

it became essential that their potential customers get the white glove treatment especially on the online store. They needed a tool to help collect leads from the relevant landing pages. This was where Zoho Forms came in.

A Sound Solution

Their growing team of Headphone Gurus needed a tool like Zoho Forms to help generate leads from specific product landing pages. Zoho Forms came through in helping them create those forms.

For example, their ‘Beats by Dr. Dre collection’ page needed its own lead generation form. Using Zoho Forms they created the form with ease, using our form builder and embedded it via iframe on the required landing page.

Form entries from such lead generation forms needed to be automatically passed to their CRM as leads.”

should be “Form entries from such lead generation forms could be automatically passed to their CRM as leads. The best part—they could track the leads coming in from their Google Adwords. Thus, they were able to quantify their performance in terms of lead collection.

Features such as easy integration via iframe to embed forms on our website, and Google Adwords tracking were influential in our decision to choose Zoho Forms. We’re happy with the results.

Order from Chaos

For their team of Customer Happiness Officers, Zoho Forms became their trusty sidekick.

They used Zoho Forms to handle the following:

- Support enquiries
- Warranty claims
- Return pickups
- Product Feedback
- Product listing creation

They could tailor a form for each of these requirements, with the easy-to-use form builder.

These form entries are successfully created as tickets in their Zoho Desk account. This integration brought in a marked increase in efficiency in the way they handled customer service requests, ensuring highly satisfied customers.



A Form for Everything

Apart from providing a reliable place to buy audio accessories, their other objective is to build a strong audiophile community in India. They do this by organizing Headphone Connect meetup events in several cities and towns where fellow music connoisseurs can experience a wide range of high-end headphones and earphones.

Here, they use Zoho Forms to receive event RSVPs. To top it off, they use Zoho Forms to receive job applications. Making perfect use of our form building tools and integrations, Headphone Zone has made a significant mark in their industry, with an ever-growing momentum.



We greatly depend on our Zoho Form entries because without them, there would be a chaos of inorganization with our Zoho Desk tickets. We can control uniformity in the ticket content including the subject which keeps our assignment rules functioning smoothly.



Raghav Somani,
CEO, Headphone Zone

About Us

Zoho Forms is committed to solving all your data collection needs so your business can function smoothly. With powerful tools that let you build the forms you need and share them how you like, integrations with the Zoho product suite and third-party apps, as well as a mobile app that lets you build forms and collect data on the go, we go beyond form building.

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