

# **Zoho CRM Plus App Map and Integrations Diagram for Vietnam**

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# **Mục lục**

|          |                                             |          |
|----------|---------------------------------------------|----------|
| <b>1</b> | <b>Introduction</b>                         | <b>2</b> |
| <b>2</b> | <b>Zoho CRM Plus App Map</b>                | <b>2</b> |
| <b>3</b> | <b>Key Integrations for Vietnam</b>         | <b>2</b> |
| <b>4</b> | <b>App Map and Integrations Diagram</b>     | <b>3</b> |
| <b>5</b> | <b>Implementation Checklist for Vietnam</b> | <b>3</b> |
| <b>6</b> | <b>Conclusion</b>                           | <b>4</b> |

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# 1 Introduction

This document provides a comprehensive app map and integrations diagram for Zoho CRM Plus, tailored for the Vietnamese market. It outlines the core applications within Zoho CRM Plus and their integrations with key local platforms (e.g., Zalo, local payment gateways, VAT systems) and global third-party tools, supporting Vietnam's digital transformation goals and SME-driven economy (98% of businesses). With 73% internet penetration and 76% social media usage (2024 data), these integrations enhance customer engagement and operational efficiency [5].

## 2 Zoho CRM Plus App Map

Zoho CRM Plus is a unified customer experience platform comprising multiple integrated applications. Below is a description of the core apps and their roles in the Vietnamese context.

- **Zoho CRM:** Manages customer relationships, lead tracking, and sales pipelines. Localized for Vietnamese language and currency (VND) [1].
- **Zoho Desk:** Handles customer support via tickets, integrated with Zalo for seamless communication [2].
- **Zoho SalesIQ:** Provides live chat and visitor tracking for websites, optimized for Vietnam's 87% smartphone penetration [4].
- **Zoho Social:** Manages social media engagement on platforms like Zalo, Facebook, and YouTube, aligning with Vietnam's high social media usage [3].
- **Zoho Campaigns:** Automates email and social media marketing, supporting localized content for Vietnamese audiences [4].
- **Zoho Marketing Automation:** Designs marketing workflows, integrating with local platforms like Zalo for targeted campaigns [6].
- **Zoho Analytics:** Offers AI-driven insights (via Zia) and dashboards for tracking ROI, customized for Vietnamese business metrics [4].
- **Zoho Survey:** Collects customer feedback, adaptable for Vietnamese-language surveys [?].
- **Zoho Projects:** Manages team tasks and projects, supporting Vietnam's SME collaboration needs.

## 3 Key Integrations for Vietnam

Zoho CRM Plus integrates with local and global platforms to align with Vietnam's digital ecosystem and regulatory requirements. Key integrations include:

- **Zalo Integration:** Via Zoho Desks Zalo Channel and APIs, syncs customer messages and notifications (ZNS) for real-time engagement [2, 7].

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- **Social Media Platforms:** Connects with Zalo, Facebook, Instagram, and YouTube via Zoho Social for lead capture and engagement [3, 4].
  - **Website Integration:** Embeds Zoho SalesIQ chat widgets and lead forms on websites, optimized for mobile access [4].
  - **VAT System Compliance:** Integrates with Zoho Books to generate e-invoices compliant with Vietnam's Decree 123/2020/ND-CP and Circular 78/2021/TT-BTC [6].
  - **Local Payment Gateways:** Supports ZaloPay, MoMo, and Vietcombank via APIs for seamless transactions [7].
  - **Local Telephony Systems:** Integrates with MiPBX and CloudPBX for customer communication [2].
  - **Third-Party Tools:** Connects via Zapier to over 8,000 apps, including Google Workspace and Microsoft 365, enhancing flexibility [8].

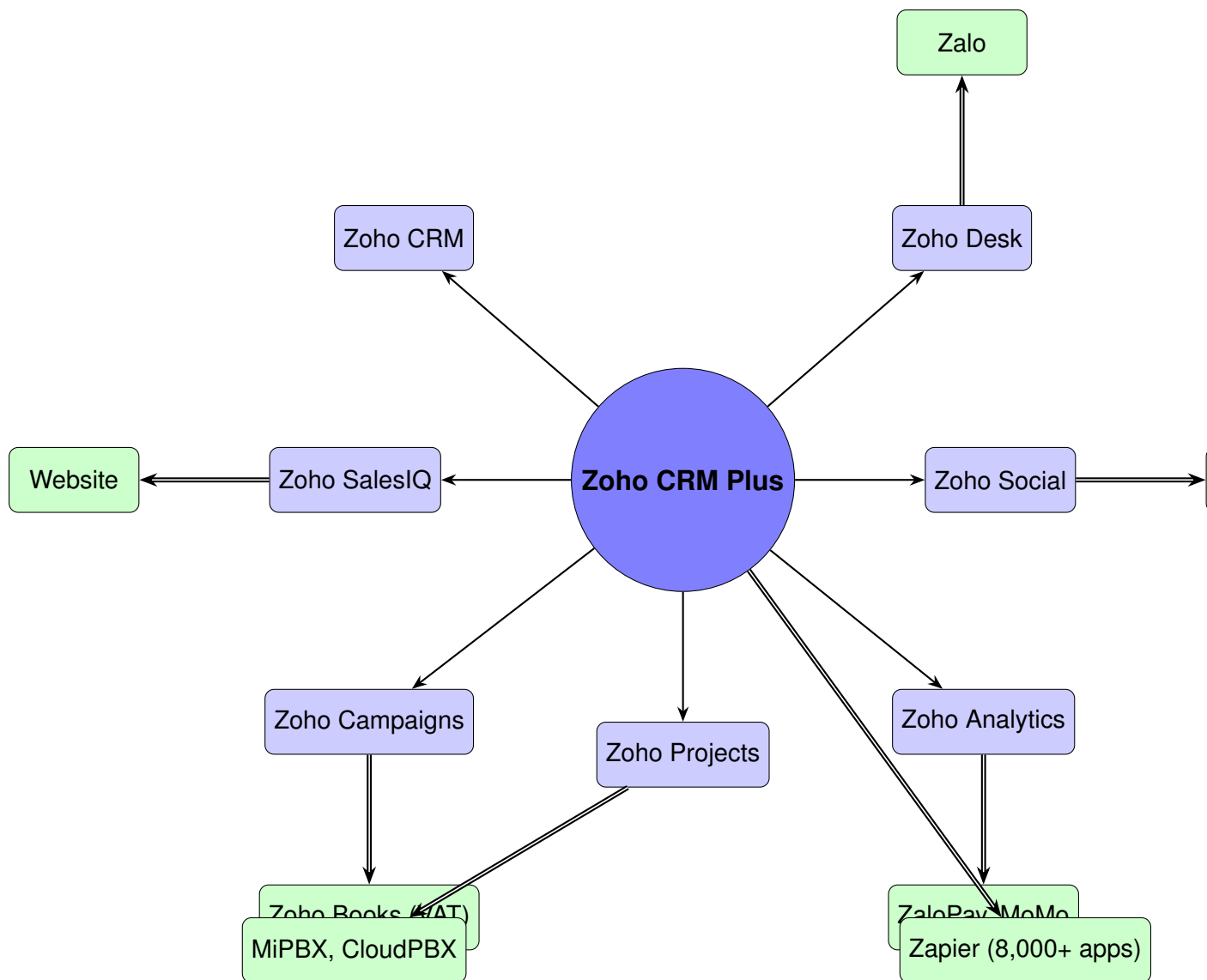
## 4 App Map and Integrations Diagram

The diagram below illustrates Zoho CRM Plus core applications and their integrations with Vietnamese and global platforms. It uses a central node for Zoho CRM Plus, connected to its apps and external platforms, highlighting bidirectional data flows.

## 5 Implementation Checklist for Vietnam

To ensure effective use of Zoho CRM Plus integrations in Vietnam:

- **Configure Zalo Integration:** Install Zalo Channel in Zoho Desk and set up ZNS via APIs for notifications [2].
- **Set Up Social Media:** Connect Zoho Social to Zalo, Facebook, and YouTube, scheduling posts for peak engagement times [3].
- **Integrate Website:** Embed Zoho SalesIQ chat and lead forms, ensuring mobile optimization [4].
- **Ensure VAT Compliance:** Configure Zoho Books for e-invoices and VAT rates (8% or 10%) [6].
- **Enable Payment Gateways:** Use APIs to connect ZaloPay and MoMo for transactions [7].
- **Set Up Telephony:** Integrate with MiPBX or CloudPBX for seamless communication [2].
- **Test Integrations:** Use Zoho's Sandbox to test configurations without affecting live data [9].
- **Engage Local Partners:** Work with Optimus or MM Technology for 4-hour activation and localized support [9].



Hình 1: Zoho CRM Plus App Map and Integrations Diagram

## 6 Conclusion

The Zoho CRM Plus app map and integrations diagram illustrates a robust ecosystem tailored for Vietnam, connecting core applications with local platforms like Zalo, ZaloPay, and VAT-compliant systems. This setup supports Vietnam's digital economy, enabling SMEs to enhance customer engagement and operational efficiency. For more details, visit [www.iadcx.com](http://www.iadcx.com) or write to [helpdesk@iadcx.com](mailto:helpdesk@iadcx.com).

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