



Zoho Corporation

Z O H O

Begin your Admin Journey

What is Your Role as an Admin?

As a Zoho CRM administrator for your organization, your role is to deliver a trusted ecosystem to your employees where they can thrive successfully.

There is a list of activities that you must perform to utilize the benefits of the CRM tools in the best possible way, let us see a few examples of your core actions:

- Help your employees learn and use the CRM tools appropriately
- Customize the CRM platform according to your business needs
- Design automated processes to help sales reps work faster and focus on things that matter more
- Give your sales reps multiple channels to stay connected and interact with their customers
- Analyze business metrics and make the best use of the data

We will help you discover your roles and actions in implementing Zoho CRM for your organization in the below-mentioned sections:

- [Setup your organization account](#)
- [Secure your CRM account](#)
- [Manage users, roles and permissions](#)
- [Customize your account](#)
- [Automate your business process](#)
- [Manage your CRM data](#)
- [Manage subscriptions](#)

Check out the [CRM implementation guide](#) for a step-by-step process to set up your CRM account. Additionally, learn more about [your shared responsibility with Zoho](#).

SEE ALSO

[Introduction to Zoho CRM](#)

[Specifications](#)

[Understand CRM Account](#)