

Success Story

EKORNES 

» With CAS genesisWorld, we have found the optimum, time-saving CRM support solution. Our customers can sit back and relax. «

Christophe Hilge, Digital Manager

CAS  **genesisWorld**

xRM and CRM for small and medium-sized enterprises



Let CRM work for you

For more than 20 years now, the Ekornes central European representative Ekornes Möbelvertriebs GmbH based in Hamburg has been boosting sales in the so-called DACH countries (Germany, Austria and Switzerland) and also in the Netherlands, Poland, Luxemburg and Slovenia. "We were looking for software that would help us to get into closer contact with our customers and prospects across countries", Christophe Hilge explains. The Digital Manager takes care of all of the company's online activities, from newsletters, social media, webpages and also CRM.

Flexibility as the decisive factor

"For us, it was important to introduce a CRM solution which already included all of the most common functionalities as an out-of-the-box solution, but which also allowed us to add custom features according to our requirements. CAS genesisWorld is exactly the right choice", explained Mr. Hilge.



» CAS genesisWorld helps us to identify the real needs of our customers and partners. «

Christophe Hilge, Digital Manager

500,000 customer contacts

Before implementing the CRM solution, all catalogue orders and guarantee registrations were processed and completed by an external service provider. To execute corporate marketing actions, customer data had to be explicitly requested first. This required a lot of effort. During the implementation of CAS genesisWorld, 500,000 customer contacts were imported. "This data is now available permanently for a more differentiated view of our data", stated the delighted Digital Manager.



Industry

Furniture manufacturer

Objectives/Requirements

- Customer management across countries
- "Out-of-the-box" functions with individual customizing options
- Management of catalogue orders and guarantee registrations
- Targeted marketing campaigns
- Automated integration of webpage communications for all countries
- Automatisation of processes

Benefits and advantages

- Individual customer contact: all data can be accessed as needed at anytime and from anywhere thanks to intelligent filter functions
- Closer to the customer: all processes systematically focus on the requirements arising from the daily communication with customers
- More time for customers: less administration efforts through automated processes
- Informed decisions through wealth of knowledge
- Transparency: display of sales potential sorted by sales area at the touch of a button

Automated CRM

Together with the CAS Partner, gid GmbH, Christophe Hilge reoriented all of the companies processes around their daily communications with their customers. All requests, catalogue orders and registrations which are received via the webpages of the different countries are automatically created as data records using the CAS genesisWorld interface and are pre-filtered for any further actions. "With



the embedded logics and multi-step workflows, we know at any time which information a customer requires or which information they will receive from us." Depending on the contents or contact, CAS genesisWorld automatically triggers the matching follow-up action. For example, the personalized cover letter for a catalogue shipment to the Netherlands, in the desired language of the country, is sent directly to the printer of the shipping department and is then immediately available to send the catalogue.

Direct marketing actions

With CAS genesisWorld, Ekornes not only responds to incoming customer demands, but can also actively contact customers. In combination with the e-mail marketing solution Inxmail, Ekornes uses CAS genesisWorld to execute direct marketing campaigns at the right time. "As CAS genesisWorld individually categorizes all contacts, we can distribute our direct marketing information to customers or prospects in a targeted way, but still in an automated form – which is well received by all involved in the process."

Analytical skills

From a strategical point of view, having access to the data of half a million customer contacts represents a lot of knowledge and gives you a huge advantage when taking care of customers. Address management sits at the heart of the database this keeps contacts "clean" with the help

CAS genesisWorld

Project data

- CAS genesisWorld Premium
- Form & Database Designer, Report Manager, Survey

Customer

- Ekornes Möbelvertriebs GmbH, Hamburg (Germany), www.ekornes.de
- Scandinavian manufacturer for seating furniture
- Founded in 1934
- More than 1,500 employees worldwide

Projektpartner

- gid GmbH, www.gid-gmbh.de

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed to meet the needs of SMEs
- Flexible, easy to integrate, extendable
- Established product – winner of several awards
- Over 200 CRM experts provide on-site support
- Implemented successfully by more than 10,300 companies

of the Omikron duplicate check. CAS genesisWorld knows exactly what each customer wants, matching the customer centricity approach: does a customer like surfaces made of leather or cloth? Which local salesperson has been contacted? How about the budget? All these attributes stored in a system like CAS genesisWorld build the basis for a targeted customer approach and after-sales actions.

Potentials geographically displayed

The analytical power of CAS genesisWorld also pays off when offering services and consulting advice to 500 partners, mostly furniture stores. "We wanted to benefit from CAS genesisWorld by being able to offer our partners on site the best-possible services to support them in their sales and marketing activities." At the touch of a button, we can display our sales potential graphically on a map sorted by sales area. The satisfaction rate is 99%." His advice for "CRM beginners": do not try to do everything at once and do not ask too much of your employees. "Instead, add more functionalities step by step", says the CEO on his search for ever more potential.



Tips for decision makers

Christophe Hilge is convinced of the success of the CRM implementation: "CAS genesisWorld helps us to identify the real needs of our customers and partners." This is the basis on which the company further establishes its brand and evokes strong positive emotions in its customers. Hilge's tip for decision makers: "Think big – start small. First focus on the things that need to be fixed immediately, and then develop further step by step. In that way you secure your CRM success in the long term."



This is what our customers say:

www.cas-crm.com/our-customers/find-references.html

Find out more



We are happy to answer you any questions regarding CRM for furniture manufacturers.

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