

Success Story



MOTORSERVICE
RHEINMETALL AUTOMOTIVE



CRM Best Practice
AWARD2014

— 2nd Place —

CAS [®] genesisWorld

xRM and CRM for small and
medium-sized companies



xRM accelerates communications

Any independent motor-vehicle workshop in the world needs speed, quality and reliability when sourcing spare parts. To meet customer expectations around the clock, MS Motorservice International has opted to use modern logistics - and CAS genesisWorld for professional relationship management. As one of the leading suppliers worldwide in engine components for the independent spare parts market, MS Motorservice has a variety of business relationships: around 600 employees ensure that all kinds of motor-vehicle spare parts are available in more than 130 countries daily.

Vision: Customer Centricity

MS Motorservice is dedicated to its Customer Centricity vision: "...together with our customers and suppliers, we aim to become the leading service partner worldwide...". Our customers are always at the center of our focus, – not just in sales service, but throughout all areas of the company from purchasing, product management and quality management to finance and controlling. "This is why we followed a holistic approach to relationship management right from the very beginning, or in other words xRM. Besides customers, we were keen to emphasize the relationships with prospects, end customers, and above all, suppliers.", explained Stefan Ives, Managing Director. "Thanks to the central platform, we can exploit the advantages of ever increasing networking and globalization"

xRM: Searching for the optimal solution

To find the optimal xRM solution for the project, the responsables at MS Motorservice sanctioned an independent manufacturer requirements specification. "Our main criteria were: location independent access, worldwide deployment in all our subsidiaries abroad, central data storage and the ability to make customizations at any time", explained Daniel Maysack, Customer Relations Manager. After a number of different providers had demonstrated specific everyday scenarios, an employee committee made up of employees



Industry

Automotiv

Objectives/Requirements

- Central solution that spans different sites
- Should replace stand alone solutions
- Should integrate SAP, Lotus Notes and other solutions
- To become the only software solution we use for all business contacts
- Universal relationship management
- Professionalize worldwide communications
- Be flexible and provide a high degree of customization
- Allow access to data around the clock

Benefits and advantages

- All customer information sits in a central database.
- CRM becomes xRM: relationship management with suppliers, trade partners, logistics companies, workshops, representatives, in fact, any business partners
- Integrates seamlessly into existing IT landscapes
- Enables comprehensive analyses, key performance indicators and an overview of refunds through the SAP integration
- External access to all relevant data
- Virtual dossier enables accurate information to be accessed worldwide at any time
- Impressive telephone integration: no more troublesome dialing, caller dossiers open immediately on screen

from all departments and subsidiaries decided which software solution we were going to take. In the end, the xRM capable CAS genesisWorld solution prevailed over the other solutions.



Customizations and interfaces

The CAS genesisWorld roll-out began in 2013, the first wave was implemented in Neuenstadt, the company's German headquarters, and was quickly followed by four further subsidiaries in Asperg, Dormagen, Nuremberg and Gröbenzell. The solution's flexibility enables customization of comprehensive masks and tabs which can be adapted to individual requirements. In addition, CAS genesisWorld was seamlessly embedded into the existing IT system landscape. This enabled numerous integrations, among other things with the SAP enterprise resource management system so that addresses, key data and complaints could all be included in the xRM. From the start, other interfaces were created with, for example: Lotus Notes, a homepage management system and also with the Inxmail newsletter solution to prevent double data maintenance. A number of old systems were

Employees training employees

Today, CAS genesisWorld is being used in almost all areas of the company. And within the framework of a train-the-trainer concept, 18 key users took on the training and support of their own colleagues. This is how xRM was implemented in a



» Our central xRM and Customer Centricity helps us to be the No. 1 service partner for our customers. «

Stefan Ives, Managing Director

CAS genesisWorld

Project data

- In operation since 2013
- 2014: CRM Best Practice Award (2. Place)
- CAS genesisWorld Premium Edition
- Modules: Helpdesk, Marketing pro, Survey, Report Manager, Form & Database Designer
- Enables integrations with SAP, Lotus Notes, and Inxmail

Customer

- MS Motorservice International GmbH, Neuenstadt, www.ms-motorservice.com
- Leading, worldwide supplier of engine components for the independent spare-parts market
- Workforce: 600

Project partner

- CAS Software AG, www.cas-crm.com

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed for the requirements of SMEs
- Being used operationally with great success in more than 20,000 companies

matter of weeks across all departments. "Maintaining joint contact required that all departments were involved and that relevant information was stored in the xRM solution", reported Daniel Maysack. "Everybody is involved from purchasing to product management to sales and sales support". In the process, employees in the subsidiaries and those working away from head office can access the xRM data via a network or terminal server, the data is stored in by an external service provider in a data center.

Customer Centricity – success factor

MS Motorservice's joint use policy has created an environment that facilitates holistic and lively xRM that uses current information. CRM expert Maysack is fascinated: "It's great to experience how all of the relationships are depicted in the system and to see how they grow. To some extent, we are always dealing with the same contacts – just in different roles and relationships, sometimes as the supplier, sometimes as the customer." It's only now that this is becoming visible. At the same time, the virtual dossier in CAS genesisWorld ensures that these relationships are clearly structured. "Our relationship management is now as varied as our worldwide trade in spare parts. Basically when a customer calls us, any colleague can help them thanks to xRM", says Maysack.



Comments from other customers:
www.cas-crm.com

Find out more



Telephony integration impresses

The employees are especially impressed with the telephony integration which replaces dialing and displays incoming calls on the screen. "The telephony software represents a huge boost in other areas too — whether preparing for visits, managing marketing materials and managing tasks xRM enables transparency with regards to relevant correspondence and provides additional touchpoints with our business partners", as Maysack knows from practical experience.

CRM Best Practice Award

In 2014, MS Motorservice International GmbH was awarded the CRM Best Practice Award for their exemplary customer management, this prestigious award is presented annually by an independent jury. "We are over the moon with this award, because it reflects the effort we put into worldwide customer service", confirmed a jubilant Stefan Ives, the Commercial Managing Director of MS Motorservice International GmbH.

Contact us now for more information on applying CRM in the automotive industry.

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