

Success Story



» CAS genesisWorld generates a comprehensive wealth of data which allows us to plan more intelligently for the future and identify the needs of our customers even more precisely. «

Patrick Schwarz, Marketing Director

Foto: © von Schaeuwen AG, Essen

CAS genesisWorld

xRM and CRM for small and medium-sized companies



Customer service

from a single source

For three generations now, the family-run, medium-sized group of companies has been precisely in tune with the needs of its customers, attaching the highest importance to exemplary customer service. "With over 500 employees at four sites, the von Schaewen group of companies develops and markets a product portfolio that is in demand throughout the world", explains Marketing Director Patrick Schwarz from von Schaewen AG.

Configurability is a must

The subject of customer relationship management became relevant with the introduction of new ERP software. To supplement the focus on production data, Patrick Schwarz went in search of a suitable CRM software package that, as a key tool, opens up a 360-degree view of the customer. "Our attention focused on implementing an on-premise solution that, on the one hand, dovetails perfectly with the existing ERP system and, on the other, can be configured on a standalone basis", explains the Marketing Director. "Compared with other software products, CAS genesisWorld was awarded the contract because, even in the Standard Edition, it covers 95 per cent of the required functions and acceptance among users is high due to the easy-to-use user interface."

A suite for every circumstance

The company opted for CAS genesisWorld's Platinum Suite. The complete package makes it possible for all functions and modules to be used at no extra cost – even if they are only introduced gradually. Intensive preparatory work along with the clarification of all outstanding points before going live ensured CAS genesisWorld was introduced smoothly and rapidly – including connection to the existing ERP solution. Since then, CAS genesisWorld has been used in Marketing and Sales, Quality Management, Executive Management and IT.



Industry

Producing companies

Objectives/requirements

- Implementation of an on-premise solution dovetailing perfectly with the existing ERP system
- Comparison of customer and production data
- 360-degree view of the customer
- Standalone configurability
- Adaptable, future-oriented solution

Benefits and advantages

- Functions already 95% covered in the Standard Edition
- Very user-friendly interface
- Central maintenance of all business contacts builds corporate knowledge
- Identify business potential thanks to automated customer classification procedures
- Optimized sales force planning
- Simple creation, conduct and analysis of customer surveys
- Convenient switching to desired ERP area with one click
- High level of satisfaction among co-workers thanks to big time savings on routine tasks
- Very satisfied customers, as the service staff can see all the relevant data at a glance, enabling you to provide sound advice

Guarantee compliance

The key part of the CRM solution focuses on the central maintenance of all business contacts: "In CAS genesisWorld, all our colleagues collect the business and personal information about a customer in a virtual file and link it with



Foto: © von Schaeuwen AG, Essen

relevant documents, appointments or in-house tasks. In this way we are creating a company-wide knowledge base and satisfying our own compliance guidelines”, confirms Schwarz.

Identify business potential

In addition, Marketing Director Schwarz arranged for the introduction of an integrated customer classification based on turnover. At the time of each new customer contact a procedure is automatically initiated which classifies the customers and illustrates the respective potential of a business contact. With the help of this assessment the call cycles are scheduled and a decision taken, where reasonable, to pursue business opportunities jointly on a face-to-face basis.



» Customer satisfaction is paramount. CAS genesisWorld makes the conduct and analysis of customer surveys considerably easier. «

Patrick Schwarz, Marketing Director

Ascertain satisfaction online

Customer satisfaction is at the forefront of every activity. With this in mind, von Schaeuwen carries out customer surveys at regular intervals. The questioning is conducted randomly, always on a personalized basis and plays a key role in quality measurement. For detailed customer inquiries received daily by phone and email, in CAS genesisWorld co-workers have a fast entry tool at their

CAS genesisWorld

Project data

- CAS genesisWorld Platinum Suite
- Connecting to existing ERP system

Customer

- von Schaeuwen AG, Essen, www.von-schaeuwen.de
- Family-run, medium-sized group of companies in the steel industry operating internationally
- Founded in 1931
- Over 500 co-workers

Project partner

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

CAS genesisWorld

- Professional customer management
- Specially designed for the requirements of SMEs
- Very good price-performance ration
- Flexible, easy to integrate, extendable
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- Being used successfully by more than 20,000 companies

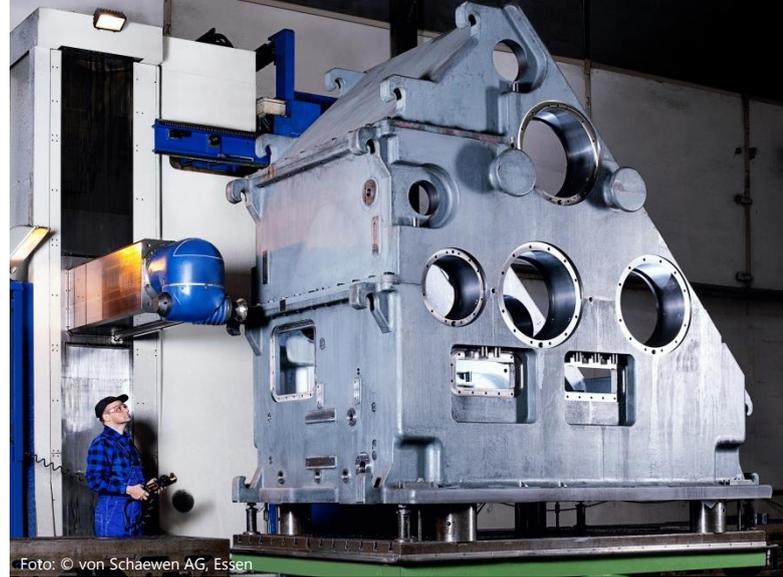
“Previously it may have taken several minutes, today the inquiry can be fully recorded in under a minute – with over 30,000 inquiries every year this means a considerable saving in time and thus a return on investment.”

‘Precision landing’ in production details

Highly complex, personalized quotes continue to be generated via the ERP solution. “The big advantage is that for further details from the customer file in CAS genesisWorld you can switch directly into the desired ERP area. All it takes is just one click is and you land at exactly the right place in ERP – this saves a lot of time and is very convenient”, says a delighted Patrick Schwarz.

Conclusion and outlook

Patrick Schwarz is convinced that he has opted for the right solution in the shape of CAS genesisWorld: “The complete recording of our quotes simply wouldn’t be possible without CAS genesisWorld – the wealth of data allows us to plan more intelligently for the future and identify the needs of our customers even more precisely. This results in a high level of satisfaction among our co-workers and among our



customers”, says Schwarz. In an effort to achieve even more customer centricity, Patrick Schwarz has resolved to increase the analysis options further with the use of Crystal Reports. His advice to decision-makers wanting to start a CRM project: “It pays to have a detailed look at the existing processes, to understand connections within the company and among your customers and, from these, to define precisely customized workflows for CRM use. In our experience, this procedure successfully makes itself felt and pays off if you see CRM not just as a software project but as the implementation of your own corporate philosophy.



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

Find out more



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