

# Success Story

Eat Well, Live Well.



**CAS** genesisWorld  
CRM/XRM for small and  
medium-sized enterprises



# Information platform for a better future

Eat Well, Live Well: That is the message of AJINOMOTO FOODS. For more than a hundred years, the Japanese company has been using its flavours, spices and oils to ensure greater well-being for people around the world and to contribute to a better life for the future. The European team uses CAS genesisWorld as a central knowledge and work platform to be powerful, customer-oriented and future-proof.

"We are a Japanese company with global operations," says Sales Manager Florian von Eicken. This means that regular reports from Hamburg to the corporate headquarters in the Far East are mandatory as they serve as a decision-making basis for the corporate managers and help to give them a precise picture of the regional markets. Thus, they can answer questions such as: What products are successful and in which segments are they successful? What is the experience of individual customers and where is the potential? This information is also invaluable across company locations within the Group.

## Meaningful reporting instead of proliferation

The need to continuously and reliably collect information, prepare it and present it in a condensed form in meaningful reports was originally the main reason for introducing a CRM solution, explains von Eicken. Whereas in the past, each team member had information in their own Excel lists that then had to be compiled. Consequently, CAS genesisWorld was introduced in 2017 to help with the collation, preparation and presentation of meaningful data for reporting purposes. 24 employees in Germany and France work with the CRM solution and automatically store all important information there in a centralized and structured manner during the editing process. After just a few clicks, CAS genesisWorld

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## Industry

Foodstuffs/Groceries

## Objectives/Requirements

- Provide a professional customer and information platform
- Cross-site exchange
- Provide support to the reporting system to deliver regional market data to the cost center, for example, potential and so on.
- Support process optimization and interdepartmental cooperation
- Enable the continuous and reliable collection and processing of information
- Replace Microsoft Excel lists
- Allow analyses and reports
- Implement a future-proof CRM solution that grows with the customer

## Benefits and advantages

- Quicker access to information thanks to the centrally stored information and categorization of all customers and interaction information using intelligent views and search functions
- No loss of knowledge thanks to the automatic, central and structured saving of all key information during the editing process
- Efficient provision of analyses and reports with just a few mouse clicks
- An effective and targeted approach to customer requirements
- The information platform supports the transfer of knowledge, intelligent assistants help with routine tasks and the constant data analyses ensure a solid decision-making foundation and pave the way to further developments



delivers the data required in each case. Even if responsibilities change, knowledge is no longer lost.



» With CAS genesisWorld, we have a powerful platform for ongoing documentation, this includes all customer and supplier interactions, and reports, which keeps our backs free for day-to-day operations and better positions us for future projects. «

Florian von Eicken, Sales Manager

The digital customer dossier provides a 360-degree view of each customer, including contact data, contacts, call notes and information on current and past projects. Data can be accessed from anywhere, including smartphones and tablets via a mobile app. "The CRM solution allows us to view the entire customer history and current status at any time," says von Eicken. "In sales, I can see where I sent a sample and when, and when it's time to follow up. And before a customer appointment, I can quickly get an overview of what has gone on in the past and where I need to start. "

### Value creation on the pulse of time

With the Report module integrated in CAS genesisWorld, meaningful analyses can be created for colleagues in Japan. Sales figures and forecasts can be sorted by customer or

## CAS genesisWorld

### Project data

- CAS genesisWorld Platinum

### Customer

- Ajinomoto Foods Europe SAS, <https://ajinomoto-europe.com/>
- A Japanese global company
- Products range from their own frozen and instant food specialities; to diverse foodstuff components used in food production and special substances for care products and the pharmaceutical sector

### Project partner

- Infomat NV, Wilrijk/Belgium, [www.infomat.eu](http://www.infomat.eu)

### CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed for the requirements of SMEs
- Mobile CRM solutions with CAS SmartDesign for smartphones, tablets and browsers
- 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 30,000 companies

division. A major advantage is the flexible adaptability of CAS genesisWorld to the individual requirements of the company. Thanks to custom-fit filters, the AJINOMOTO team records specific parameters to comprehensively categorize customers and projects: "Is the customer an intermediate processor or a final producer? What product is the customer concerned with, soup or sausage? Vegetarian or vegan? ", the sales manager illustrates the documented level of detail. The CRM solution stores exactly which AJINOMOTO product is used and where. "In turn, we can see where there are similar customers to whom we can introduce this product and how certain markets are developing."

### Consistently meeting customer needs

CAS genesisWorld also supports the team in consistently aligning the entire process with the needs of the customer, from consulting to sales. "In some cases, we have very special products that really require explanation," says von Eicken. In such cases, for example, it's a matter of how an amino acid harmonizes with a certain vegetable protein in the customer's product. "There's a lot of research and development behind that, with the goal of providing the

customer with a solution that is tailored to their needs." All important project cornerstones are centrally stored in the CRM. Employees from the sales and food technology departments can access it equally and collaborate on a central platform. As a result, the customer benefits from all-round support from a single source.

### Multiplying success stories across the Group

The findings from such customer projects are documented in the CRM solution and are available in comparable cases. "This gives us the opportunity to copy success stories and - viewed across the Group - to transfer them to other regions as well."

For the future, the CRM solution should further strengthen cross-departmental workflows and integrate as many tasks and as much data as possible - from customer and project information to delivery and payment terms. "For AJINOMOTO, CAS genesisWorld is not only a tool for customer management in the narrower sense, but also for internal exchange," summarizes Florian von Eicken. "We use the system to learn and develop further. And then in turn to offer customers better and faster service. In this way, we not only get to know our customers better, but also learn a lot about ourselves."



More testimonials:  
[www.cas-crm.com/references](http://www.cas-crm.com/references)

Find out more



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