

# Success Story



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## CAS genesisWorld

CRM/XRM for small and medium-sized enterprises



## Delighting customers

## with high speed

One look into the showroom of DATRON AG is enough give you a glimpse of the future: Here, a team of future makers is at work. At the high-tech milling machine specialist company, everything literally revolves around a passion for innovation. With the support of CAS genesisWorld, the company also inspires in the area of customer relationship management.

For more than 50 years DATRON AG from Mühlthal-Traisa near Darmstadt has been convincing customers with innovative solutions 'Made in Germany' in unique quality. "With our wide range of CNC machines, dental CAD/CAM solutions, dispensing systems, high-speed milling tools and a variety of comprehensive services, we are one of the leading machine builders and suppliers in this field," explains CRM Manager Dirk Kopp. Above all, it is the simple, user-centered operator guidance that makes DATRON a technology leader in the field of high-tech mechanical engineering. A company which already won the first Red Dot Design Award for machine design in 2010, with many other awards following soon after.

### High demands on CRM/XRM

One thing is key for the modular design of DATRON machines, the exact fulfilment of the customer's request. "Our goal was to raise the overall communication with both our existing and new customers to a completely new level. That's why we went in search of a CRM/XRM solution that would optimally support us as a team in inspiring our customers both technologically and emotionally," reports Dirk Kopp. "With CAS genesisWorld, after careful research, we found the solution that met our requirements in terms of flexibility and price-performance ratio."



### Industry

High-tech mechanical engineering

### Objectives/Requirements

- Raise overall communication with existing and new customers to a new level, focus on "customer care": lively interaction and trusting relationships
- Inspire customers both technologically and emotionally
- Technology-supported trade fair post processing
- Worldwide, transparent deployment planning for service employees
- Well-founded evaluation options for sales, product management, executive management

### Benefits and advantages

- After careful research, the solution fully meets the requirements in terms of flexibility and price-performance ratio
- CAS project method, mindset of a medium-sized company and reliability accelerate the introduction and rapid implementation of customer-centric and networked processes.
- Holistic CRM/XRM solution provides cross-departmental support from sales opportunity to service report and from marketing to board level
- Enormous time savings in work processes thanks to automated, dynamic control
- Boundless, future-proof further development opportunities for more freedom and interaction with customers and suppliers



## Implementation based on broad know-how

With the experts from CAS Software AG, the specialists from the CAS partner landscape and the CRM expertise in-house, DATRON has a broadly designed know-how regarding customer-centric processes and functions. "In a CRM-XRM project of this magnitude, it is important to have a reliable partner in order to communicate at eye level and to transform the entire process into a networked process step by step," Dirk Kopp is convinced. "The CAS project method and the mindset of a medium-sized company of our type and size, as well as the formation of an internal CRM team, all helped to accelerate the implementation significantly. As a result, we went live with CAS genesisWorld within a very short time and have been benefiting from the advantages in daily practice ever since."

## All-round view of individual needs

Under the catchphrase "Customer Care," DATRON places a special emphasis on interaction and building trusting relationships with its customers. As a holistic CRM solution, CAS genesisWorld supports around 200 employees across all departments, from marketing to board level, with the board members in particular setting the example for CRM. The area of application is extensive: CAS genesisWorld is used, among other things, to map the entire requirements management. From the sales opportunity to the service report, all important information is centrally compiled in a customer dossier and made transparent for all employees.

## CAS genesisWorld

### Project data

- CAS genesisWorld Platinum Suite, CAS Configurator Merlin Sales
- Connection to PLM and ERP system

### Customer

- DATRON AG, [www.datron.de](http://www.datron.de)
- Leading global machine builder and supplier of CNC machines, dental CAD/CAM solutions, dispensing systems, high-speed milling tools and a wide range of services.
- Made in Germany
- Red Dot Design Award winners for machine design
- Founded in 1969
- Around 280 employees

### Project partner

- CAS Software AG, [www.cas.de](http://www.cas.de)

### 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
- Very good price-performance ratio
- 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





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» In this way, we have an all-round view of our customers and thus address their needs even more efficiently. «

Dirk Kopp, CRM-Manager

## Enormous time savings in the work process

CAS genesisWorld has already been able to convince users in practice, especially with time-intensive work processes such as trade fair follow-up. "We used to spend two to three weeks on follow-up work, as all contacts were recorded and collected by hand and also processed manually in Sales Support. With the dynamic capture of leads via smartphone using CAS, we can complete all follow-up steps on the respective day of the trade fair. This saves us an enormous amount of time," says Dirk Kopp speaking from experience.

## Structured deployment planning

In deployment planning, CAS genesisWorld was able to convince users in practice. "In addition to sales, our focus is primarily on service. For our team planning, it is important that we can control and coordinate the deployments of our service

employees from a central location. With the help of the CRM solution, we know at all times where our field service employees are at any given time, which allows us to plan much more efficiently."

## Digital processes redefined

The new solution provides concrete analysis functionality for sales, product management and the general management. This applies in particular to current and future project planning, which can be implemented better and faster on the basis of existing projects and customer relationships. CAS genesisWorld fits perfectly into the existing system landscape with a PLM and ERP system. The manual processing of time-consuming processes is eliminated, leaving more time for interaction with the customer.



## Conclusion: Continuous further development

At DATRON, CRM is synonymous with the future. On site, a team of three people and enthusiastic employees is actively driving the further development of CRM. The focus is on the increased use of the Smart Design web client, which opens up new worlds for mobile use.



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

Find out more



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» The great thing about CAS genesisWorld is that the solution grows with us and also adapts to our future needs. «

Dirk Kopp, CRM-Manager

Our new efficiency and improved control of processes would not have been possible without the support of CAS genesisWorld. Three things are crucial: The choice of technology partner, in this case CAS Software, who always has an open ear - we value the cooperation very much. Secondly, the company's own will to digitize, which also means the willingness of the workforce to constantly improve. And thirdly, the passion to put the customer at the center at all levels. When these three factors are in place, a company's innovative strength is optimally supported in every respect."