

# Success Story



**GLOBAL FLASH SERVICE**  
Logistic • Management • Solutions

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LOGISTIC • MANAGEMENT • SOLUTIONS

**CAS** genesisWorld

CRM/XRM for small and  
medium-sized enterprises



# Transporting goods

# dependably with CRM

Since the 80s, Global Flash has been transporting sensitive goods reliably to their destinations. Global Flash is a logistics company with its headquarters in Limburg on the Lahn, specialized in transporting sensitive goods for the medical technical sector. Day-after-day in Germany alone, the trained personnel deliver goods along 80 routes to more than 1500 customers. Besides transporting the goods, Global Flash can also offer complete logistical services for their customers through their network of warehouses: Services range from storage and needs-based commissioning through to loading and specialized transport by air, road or water.

## CRM: The hub of daily business

The fragile nature of these cargos poses a challenge to their transport, for example, the logistics of moving laboratory samples of SARS or CoV-2. CAS genesisWorld plays an essential role in ensuring that this all runs smoothly. Global Flash has been using CRM/XRM solutions from CAS Software AG since 1994 to ensure that their processes remain efficient and that both their communications and customer management are targeted precisely.



» CAS genesisWorld is the core of our whole organization and helps us to create the time and space we need for the tasks that really matter. «

Jens Biebricher, CEO

And thanks to the systems flexibility and diverse modules, we can model all the important processes. In collaboration with the CAS partner: Network Concept, CAS genesisWorld was constantly customized to be a better fit for our requirements and company needs. Today, the CRM solution is an essential hub for the daily work of all our employees.



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## Industry

Logistics

## Objectives/Requirements

- 1994: Digital customer management
- Today: Overarching XRM platform that integrates with logistical software and ERP systems
- To bundle company knowledge and make it available at any time
- Increase customer satisfaction through efficient and professional customer care
- Automate processes, mobile office, mobile data online/offline

## Benefits and advantages

- Ensure investment security with software that remains viable for decades thanks to CAS innovative power, the flexibility of their tailor-made solutions and their dedicated partner network
- Forms a reliable link between clients and customers with knowledge of logistics and comprehensive customer information
- Enables optimal, transport planning that learns as it goes thanks to realtime synchronization of the Telematik data and embedded options for direct analyses in the CRM solution
- Reduces the burden of daily work using a smart system which thinks with you, for example, by reminding you of upcoming checks

## Reliable: We represent the customers

"For doctors' surgeries we represent the laboratories for whom we are delivering", explains Biebricher. Reliability and good communication are key. CAS genesisWorld provides every employee with everything they need to ensure



professional processing. The digital address dossier provides dispatchers with a 360-degree view of all customer information: Contact persons, contact data, deliver times, delivery locations as well as any other useful information such as holiday shut-downs - all this information has been entered and linked appropriately. All this information is just a click away. "Our goal is to ensure seamless documentation of the customer history". says Biebricher. There can often be hundreds of pieces of information stored on a doctor's surgery: All the correspondence, notes and records of individual transactions. "If a laboratory has a question about a customer, we can respond to them immediately. This is indispensable to our clients. This service is only possible with the help of CAS genesisWorld".

### Optimal transport route planning

CAS genesisWorld also proves itself when planning our logistical tours: We use a customized "Transport service" tab in the navigator which filters addresses, appointments and additional selected information according to the location of the surgeries and collection times. The dispatcher can design the view as they see fit, using selected data to create a clear and orderly view which helps them to organize routes optimally. The planned routes are then transferred to the Telematik software via an XML interface which the courier drivers can access and view on their mobile devices. And if while driving a route, a new job comes in, then it is added automatically in real time to the day's planning. Especially practical: When a client calls, call identification is activated via CAS genesisWorld and any information stored on that customer is then linked directly with the tour planning.

## CAS genesisWorld

### Project data

- CAS genesisWorld Premium
- XML-Schnittstelle zur Telematik-Software

### Customer

- Global Flash Service GmbH & Co. KG; [www.global-flash.com](http://www.global-flash.com)
- Provider of specialist transport and logistics services to the healthcare industry, doctors and laboratories as well as providing warehousing and archive solutions
- Full spectrum of services from warehousing and storage through to specific requirement commissioning, loading and expert transport by air, road or water
- 80 employees

### 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

## Intelligent features ensure highest security

The Telematik data flows back into CAS genesisWorld. In genesisWorld you can then see if there are schedule deviations from the target plan. This enables Global Flash to constantly improve their service. The interface between the systems includes another intelligent function: A temperature probe in the transport vehicle measures the temperature in the vehicle at loading. CAS genesisWorld adds a time stamp and then links this information with other quality relevant parameters. And if the system determines that the planned transport time will be exceeded, then specific contingency instructions are also stored in the system. For example, the dispatcher is automatically assigned the task of informing a specific employee at the destination laboratory. "This is especially important for very sensitive goods", explained Jens Biebricher. "We usually have a window of 4 hours. If it looks like the samples are going to be in transit for longer than this, then the laboratory analysis has to take this into account."

## Audit data is available immediately

The CRM/XRM solution uses such special functions to support the quality management (QM) of the ISO 9001 certified company. "CAS genesisWorld is our QM platform", says Biebricher. We can link all relevant jobs and documents



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

Find out more



with the 'QM-relevant' category and validate them as certification proof by simply adding a date stamp. This means that when there is a quality audit, any requested data is available immediately."

## Free space and the new digital office

Defined workflows reduce the coordination effort required from responsible employees. For example, CAS genesisWorld can remind you automatically of regular driving license checks and certificates of good-driving conduct for drivers as well as any training courses for the transport of dangerous goods. In future, Network Concept will implement their own interface which will allow the CRM and ERP systems to communicate with each other to optimize inventory control and thus enable warehousing and transport to work even more closely together. Employees can access CAS genesisWorld via Mobile Apps and the Web Client, but also via their smartphones or tablets. This makes switching between the office and home office even easier, providing more flexibility in times of pandemic.

Contact us now for more information on applying CRM.

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