

Reference

Lagardère
TRAVEL RETAIL



» For Lagardere Travel Retail, lease management is a complex activity involving multiple departments. For this reason, we have chosen a flexible software solution that allows us a high degree of customization for specific workflows and streamlines business processes. «

Florin Tănăsescu, Business Analyst

CAS genesisWorld

CRM/XRM for small and
medium-sized companies



» With the help of the CAS genesisWorld XRM platform solution implemented and extensively customized by Melior Cras, we were able to significantly improve the contracting process for the chain stores as well as make it barrier-free. All departments work together consistently via a central platform, which is optimally tailored to our business requirements. For our project the XRM solution has proven to be a powerful digital workspace that is also very flexible and configurable. «

Florin Tănăsescu, Business Analyst



Industry sector

- Food service sector

Requirements

- Facilitate interdepartmental cooperation, especially in the allocation and leasing of commercial space
- Ensure the end-to-end management of leases
- Monitor expenditure and reconcile invoices according to contractual provisions
- Provide support and accountability for accounting periods
- Centralize information and documentation
- Comprehensive analyses of business data
- ERP- and BI integration

Benefits and Advantages

- Streamlines the contract process and accelerates approval workflows thanks to automated workflows with dynamic messaging on changes, status, etc.
- Secures our corporate memory, for example, by ensuring the traceability of all data changes or contractual regulations
- Active reporting to account managers in the event of contract deviations thanks to ERP reconciliation with invoiced values
- Central XRM platform seamlessly connects CRM and ERP data, for instance, direct effort recording at the time of invoicing
- Proactive action thanks to detailed reports and evaluations of, for instance, key financial figures for each lease or customer
- Great time savings thanks to centralized, categorized data storage when searching for, retrieving, and archiving documents



Project data

- CAS genesisWorld Premium
- Integration with SAP, ERP and our BI system

Customer

- Lagardere Travel Retail, www.lagardere-tr.ro/
- Romanian subsidiary
- Active player in the retail and food service sector, has a broad portfolio of own brands and franchises
- Number of employees: +200
- Operational on the Romanian market since 1996
- Customer base: +300 stores in 33 cities with more than 2.9 million customers monthly

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

Contact and Consulting



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