

Success Story

SIBA

Sicherungen | Fuses



CAS genesisWorld

CRM/XRM for small and
medium-sized enterprises



High-voltage

CRM/XRM

At first glance, the products of SIBA GmbH are invisible. However, they provide security behind the scenes. The company located in Lünen, Germany, develops and manufactures breakers and fuses for various devices, machines, and plants: from high voltage breakers for transformer stations to chip fuses in mobile devices. In the meantime, CAS genesisWorld ensures ideal customer and project management for SIBA GmbH.

Know your customers' wishes

For many of the about 350 SIBA employees, intensive customer relations are part of their everyday business. In many cases, the produced breakers and fuses are custom-built. "For us, it is most important to know our customers' wishes and to reliably manage our projects," explains Karl Bieselt, IT application administrator at SIBA. In the past, the different departments were using different solutions for their data management, for example, Excel tables and a separate address software. At the same time, the sales force was using their individual systems. "It was very difficult to keep an overview and merge data," reports Karl Bieselt.

Taking strides ahead

A new solution should be able to provide consistency in project management. "The question was: do we take a bigger step and choose a CRM system that covers project management functions and offers even more benefits?" Eventually, we chose an integrated solution so that all departments with customer contact can work inter-divisionally, and we can ensure consistency in all departments - from development to technology to sales.



Sicherungen | Fuses

Industry

Electronics

Objectives/Requirements

- Professional customer management
- Bundling/securing company knowledge: know the exact customer wishes
- Consistent and unified project management
- Mobile use
- ERP system integration
- Reporting

Benefits and advantages

- Targeted, customer-specific contact using a 360° overview of appointments, tasks, notes, opportunities, complaints, orders, delivery notes, and projects at any location and even in the mobile office
- Efficient, cross-divisional cooperation as well as quick and easy training/vacation handover as all important customer/project data is available and current
- Streamlined and unified processes with automation and/or digital information management using custom dashboards
- Great features with easy and intuitive customization options
- Improvement of customer services at trade fairs with quick reaction times thanks to mobile use
- Substantiated bases for decision making and planning using systematical reports



One interface for all purposes

The project team has tested three CRM solutions. In the end, CAS genesisWorld made the cut: with the integration of the ERP Infor COM deployed at SIBA, the employees can directly communicate via one interface.



» The great CAS genesisWorld features and the seamless integration of the ERP system have wowed us. «

Karl Bieselt, IT Supervisor at SIBA GmbH

„The great functionality has excited us,” emphasizes Karl Bieselt. “You can easily and intuitively customize Navigators and dashboards in CAS genesisWorld.” “I can create new fields for my personal views, create links, and establish project plans. You can keep an overview and create transparency. CAS Partner aptus IT GmbH was responsible for the implementation. “A specific interface, aConnect, enables the seamless interaction of CRM and ERP,” explains aptus employee René Jensen. Addresses are synchronized bidirectionally and receipts, statistical values, articles, and prices, as well as data from the accounting software Varial/IGF are adopted in CAS genesisWorld. Thereby, for example, open items are displayed in the CRM solution.

CAS genesisWorld

Project data

- CAS genesisWorld Premium
- ERP Infor COM interface

Customer

- SIBA GmbH, www.siba.de
- Develops and manufactures breakers and fuses for various devices, machines, and plants
- Worldwide distribution, Made in Germany
- Established: 1946
- 350 employees

Project partner

aptus IT GmbH. www.aptus.de

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed for the requirements of SMEs
- 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

Conclusion: the ideal project overview

The CRM/XRM solution above all enables secure and stable project management. Using the integrated report client, you can easily plan and analyze projects while still ensuring consistency as Karl Bieselt emphasizes. "Everyone can see the same statistics based on the same data. This way, you get reliable reports." Another benefit Karl Bieselt mentions is that all important information can be found in the digital customer dossier of the respective project. The solution provides a 360° overview of appointments, tasks, notes, opportunities, complaints, orders, delivery notes, and projects. "When I receive a call, I can immediately see who is calling and can greet them by name. The customers notice and appreciate that." Using the Web client, our sales representatives can access all important information while in the mobile office during appointments. "The CRM/XRM solution is worth it because of the improved cooperation with customers," says Karl Bieselt.



To even further improve the customer service during trade fairs, SIBA GmbH will be using the mobile app in addition to the CAS genesisWorld Windows client. When an employee creates a trade fair report on location, the solution sends a notification to the responsible colleague in the office. The office employee can immediately process any requests. As soon as the day after the trade fair, prospects will receive a response.



More testimonials:
www.cas-crm.com/references

Find out more



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