

Success Story



CAS **genesisWorld**

CRM + AIA® for small and medium-sized enterprises



# CRM for the direct line to the customer

Products from TP-Link make the world a little easier. The company specializes in intelligent network technology. With CAS genesisWorld, the TP-Link team delights customers and partners with optimal contact and information management.

Technology from TP-Link can be found in millions of homes, businesses and institutions worldwide. The portfolio of the leading manufacturer of smart communication products ranges from LAN, DSL and router solutions to repeaters, IP cameras, network adapters and services for complete network infrastructures. The company's claim is to provide systems that meet current requirements and thus make teamwork and everyday life easier. The Chinese group employs a total of around 26,000 people worldwide, 3,000 alone in research and development. Sales, marketing, support and the central warehouse for Western Europe are located at TP-Link Deutschland GmbH in Düsseldorf. From here, the team supports business customers as well as schools, hospitals and other public institutions in complex projects for the implementation of network systems.

## Legacy system reached its limits

"With a growing number of customers and project partners, it was becoming increasingly challenging to manage data and processes effectively," reports Axel Klopfer, Senior Partner Account Manager at TP-Link in Düsseldorf. "The system in place for this purpose was 'brand self-made' and was increasingly reaching its limits. We were looking for a new solution to optimally manage customer inquiries, projects and contacts. We also wanted better options for reporting and evaluations. None of this was possible satisfactorily with the old solution."



## Sector

Smart Communication Products

## Objectives/Requirements

- Replacement of a self-developed system with a CRM solution for optimal management of customer inquiries, projects and contacts
- Better options for reporting and evaluations
- Mobile and device-independent work via app
- Flexible adaptation of the CRM solution to own needs, for example with an interface for importing sales data and a seamless integration of Outlook 365
- 360° management of customers and distributors
- Extensive evaluations at product, dealer and distributor level

## Benefits and advantages

- Professional, investment-safe CRM solution with custom-fit implementation and individual adaptability to customer needs
- Company-wide customer-centric platform on which individual pieces of information are networked and linked to form valuable knowledge, including data migration from enterprise resource planning system
- Seamless integration of e-mails via the Outlook Add-In
- Efficient basis for decision-making with the FusionCharts module for comprehensive reports
- Time savings through standardized processes and continuous efficiency gains thanks to reduced organizational effort
- Mobile, hybrid working, processes without media breaks, relevant data anytime and anywhere



### 360° all-round view inspires

In the selection process for new software, the decision fell on CAS genesisWorld. The customer relationship management (CRM) solution scored particularly well with a 360° all-round view of dealers, distributors and of the entire project and customer history. Klopfer and his colleagues were also impressed by the mobile and device-independent work via app.

### Flexible and precise fit

The team from ACP IT Solutions GmbH implemented the new software. The IT service provider specializes in CAS genesisWorld and adapted the CRM platform precisely to the customer's requirements. "For us, it was crucial that we could import merchandise management from our legacy system and sales figures from Excel," explains Klopfer. Thanks to a specially programmed interface, this was no problem - nor was the seamless integration of mails via the Outlook Add-In, which is available as standard for CAS genesisWorld. "Thanks to the flexibility of the CRM solution, everything we need is now really bundled centrally on the platform," Klopfer emphasizes. The twelve employees in management, sales and sales support now call up all the information they need from digital customer files with just a few clicks. The integrated FusionCharts module also allows extensive evaluations of all key figures.

## CAS genesisWorld

### Project data

- CAS genesisWorld Premium

### Customer

- TP-Link Deutschland GmbH, [www.tp-link.com](http://www.tp-link.com)
- Worldwide leading manufacturer of SmartCommunication products
- Founded in 1998
- More than 26,000 employees worldwide

### Project partner

- ACP IT Solutions GmbH, [www.acp.de](http://www.acp.de)

### CAS genesisWorld

- Benefit from corporate processes and access the latest customer data in one central CRM + AIA® solution
- Professional customer management 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
- CAS products being used successfully by more than 30,000 companies worldwide

### Automations save time

"CAS genesisWorld has the great advantage that it can be customized. We tested other systems and had to take what came along. And if you wanted a small customization, it cost thousands of Euros. With the CAS solution and the support.

from ACP, on the other hand, we can build an optimal platform with manageable effort," says Klopfer, who emphasizes the clear and simple usability "A huge advantage is also the time saved in daily work. When an inquiry is received from a potential new customer, the digital customer file is created quickly and automatically. For example, the CRM solution pulls contact data directly from the e-mail signature. We have to enter much less manually. That alone saves ten minutes per transaction. If we then take the inquiry further for a quote and as a sales opportunity, we gain at least half an hour again because our complete product catalog is integrated and stored in CAS genesisWorld - including current prices."

### Everything ready on the road

The other big improvement is mobile working with the CAS genesisWorld Mobile App. "If I've had a conversation with a prospect at a trade show, I scan their business card with my tablet, the new contact is created and I can enter my report on the spot," says Klopfer. All the information is always at hand. "If I have an appointment with a partner, I look in the digital dossier (customer file) and after two minutes I know what sales he is making, what projects are running and what was last discussed - regardless of whether I personally entered it last or a colleague who represented me." Because all e-mail history is also part of the customer



» CAS genesisWorld is wonderfully clear and simple to use. A huge advantage is the time saved in daily work. «

Axel Klopfer, Senior Partner Account Manager  
SMB & Enterprise Germany

dossier, no information is lost. "I don't have to CC my colleagues via e-mail. Everyone involved in the project sees all the correspondence."

### Top feedback thanks to personal approach

The account manager particularly likes the fact that the CRM solution displays the caller's name on incoming calls and automatically opens the relevant customer file. "Regardless of whether I'm on the smartphone or the office phone, I can greet the caller right away by name. That goes down very well. The caller feels picked up directly. Especially when dealing with sensitive topics or complaints, that helps to loosen things up and creates a positive atmosphere. Customers have often told us that."

### Planned: Partner portal and ticket system

Because CAS genesisWorld has proven itself so well in practice there will be other areas of application in the future that were not actually planned, reports Klopfer. "We are planning to expand the CRM solution to include technical support and to use it for a ticket system, as well as to introduce an integrated partner portal where business partners can register directly. These would be logical steps to shorten even more paths and simplify processes."



More testimonials:  
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