



# Success story



## CAS genesisWorld

### Industry

Associations and clubs

### Objectives/requirements

- Customer management system for the B2B area
- Central database
- Eliminate separate customer files in Microsoft Excel® and Outlook®
- Selections of different target groups with differing profiles
- Provide support for all phases of the sales process
- Analytical functions, reports
- A flexible CRM solution that can grow

### Benefits and advantages

- Optimized for contacting different customer groups (small/large, in a somewhat competitive market environment)
- Precise information and advice through the common knowledge base - seamless, without information gaps
- Improved service, delighted B2B customers
- The reliable notification service reminds you automatically of contract changes or extensions
- Saves time so that employees can concentrate fully on advising customers
- Provides an exact overview of relevant market data, sales figures or time required for conversations, all at the touch of a button
- Intuitive operation means that employees are quicker to accept the new system

## Good relationships on tow

Who hasn't been there? You're out driving in your car, when suddenly the engine starts to stutter, a warning light comes on and everything stops. It's at times like these that you're grateful for the professional breakdown services and their 24/7 availability.

Since 1924, the VAB has been active on Belgium's roads helping people who break down. But that's not all they do: with the support of CAS genesisWorld, the biggest Flemish automobile club has injected new life into its business affairs. Besides the breakdown service, VAB also offers a number of other services, these range from driver safety training to their own diagnostic center and even travel insurance with medical assistance when travelling abroad. "We use CAS genesisWorld for our B2B affairs", reported Koen Snoeys, B2B Manager at VAB. We deal mainly with two customer groups, both small and large, and they have completely different profiles in a competitive marketplace.

### A CRM solution for different customer contacts

The CRM solution enables a direct line to numerous companies, particularly insurance agents and travel agents, all of whom work closely with us under the VAB label. CAS genesisWorld provides professional relationship management to large companies and their contact persons.

### The goal: to create a common knowledge base

"Right from the start, we understood the importance of implementing a CRM solution that is based on a central database and which could also be used to communicate optimally with both target groups", emphasized Snoeys. "Besides these objectives, we wanted our CRM solution, which we implemented in September 2012, to close the holes in our information flow and create a common knowledge base that we would all benefit from. Prior to implementing the CRM solution, our employees at head office would work together using separate Excel tables and Microsoft Outlook. However, when working with smaller business partners, the VAB employees often wished for an improved overview so that they could provide the best possible support throughout the whole sales and marketing process." With the help of the action and notification service in CAS genesisWorld, VAB could keep a close eye on all their contracts, resulting in more renewals.

### Flexibility - a key factor

VAB quickly decided that CAS genesisWorld was right for them. Within two months, the management team was sure that, when compared to other CRM solutions, CAS genesisWorld was the most suitable with respect to their requirements. "Above all, the product's flexibility convinced us", stated Snoeys. "It allows us to customize the product to best serve our needs. Even in future when, for example, new products, company areas, departments or other customer groups are added, the system will adapt to the changes."



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*"Since implementing CAS genesisWorld, we benefit from a much more precise overview of our data, we can keep an eye on all our figures and we know exactly how much time we need for each conversation with prospects."*

Koen Snoeys, B2B-Manager



#### Project data

- CAS genesisWorld Premium Edition
- In use since 2013
- Module: Report Manager, Form & Database Designer
- A demo-system was created during a three-day workshop
- Full and immediate acceptance from all employees
- Additional expansion of the CRM solution planned for the advertising department, the marketing department and the logistics department.

#### Customer

VAB sa, Belgium  
[www.vab.be](http://www.vab.be)

- Belgium's biggest automobile club
- Established: 1924
- With 1,100 employees
- More than 400,000 private members
- Annual turnover: 194 million Euros (2012)

#### Project partner

Infomat Antwerp - Belgium  
[www.infomat.eu](http://www.infomat.eu)

#### CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially-designed for the requirements of SMEs
- 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 7,500 companies

#### Interested?

Should you have any questions on deploying CRM in associations please contact us.

You can reach our customer hotline on +49 721 9638-188 or by e-mail at [CASgenesisWorld@cas.de](mailto:CASgenesisWorld@cas.de).

We are looking forward to hearing from you!

## Full acceptance after just a few days

A demo system, reflecting how the final system is to function, was set up during a three day analysis workshop and then customized to include additional individual requirements. Koen Snoeys was impressed with the service throughout all of the project phases, "We were extremely happy with the support we were given by the CAS gold partners - Infomat. As a customer, we really appreciate the professional cooperation and close contact with Infomat". After just a few days, CAS genesisWorld was fully accepted by the employees and since then we can't imagine life without it.

## Impressive analytical capabilities

Using the CAS genesisWorld CRM solution, VAB were able to build a completely new foundation for their comprehensive business communications in a very short time. It was a similar story with analysis too, "Since we have been using CAS genesisWorld, we benefit from a more exact overview and can keep a close eye on all our figures. We also know exactly how long each individual conversation with a potential customer will take. And what's more, we can display all of this information graphically and evaluate it using statistics. In fact, we are capable of making reliable predictions with respect to the different business processes. And that wasn't possible before CAS genesisWorld," emphasized Koen Snoeys with some pride.

## A win-win situation all-round

The new complete overview and centrally stored knowledge also benefit the business partners. They no longer have to invest large amounts of time in administrative duties. "We can now inform our partners in good time about important issues such as contracts that may have changed or that need to be extended and much, much more. This systematic approach is a huge benefit to us. Our partners can now concentrate on advising their customers," recognizes Koen Snoeys when talking about operational usage. VAB employees are now able to organize all of their documents, correspondence and appointments professionally using the diverse Groupware functions, and thanks to a follow-up function, they can find all the information they need at the touch of a button.

## More developments on the horizon...

Because of the positive CRM experiences, VAB is planning to expand their use of CAS genesisWorld beyond just the sales area. The solution is also attractive as a cross-company solution, for example, for the advertising department, for VAB's own member magazine, for the marketing department or for the logistics department. In terms of additional modules, the Event module is being considered, to help further



improve VAB's own event management. In Koen Snoeys's opinion you can't take this overall success of the project at VAB for granted: "I would advise anyone considering a CRM solution to ensure that they involve the key users and employees in the planning phase as quickly as possible, because their feedback is essential in shaping the system and its effectiveness.

Otherwise, the results could be processes that are unrealistic and not practicable. As a concluding remark, Koen Snoeys pushes the importance of: "Working on a project in cooperation with a partner, who understands the business and your customer activity, as well as being able to keep further developments oriented to customer wishes - this was our experience of working with Infomat".