

Success Story

TEAM 7



CAS ^{globe icon} genesisWorld

CRM/XRM for small and medium-sized companies



Naturally, for the love of our customers

The TEAM 7 success story started way back in 1959 in a small carpentry workshop in Ried, in the Innkreis of Upper Austria. Today, with a turnover of more than 100 million Euros, the company has grown to become one of the leading premium furniture manufacturers - and has remained unmistakable in its style and philosophy. From Shanghai and Europe to Broadway in New York, around 750 dealers sell top-quality furniture and kitchens that regularly receive awards and honors in design competitions and trade fairs.

The goal: Digitally-networked cooperation

"Our globally growing network includes local retailers, regional furniture stores and our own flagship stores in major cities," says Sophie Höchtl from TEAM 7 - and the trend is rising! "Our goal is therefore to intensify the contact between our employees, partners and end customers even more and to improve the cooperation in our headquarters with a digital network. A professional CRM solution should support this," explains the CRM manager and sales controller in conversation. On behalf of the management, she sounded out possible uses and application scenarios throughout the company.

Customer-centered down to the smallest detail

After that, the first thing to do was to find the right CRM solution: "Because we have very high expectations of ourselves and our software tools, only a few CRM solutions came into question that would meet our demand for lively customer relationships and customer-centric processes," stresses Höchtl. Only five software houses made it on to our shortlist. CAS Gold Partner SALDO accepted the detailed requirements specification and accompanied the entire implementation process, including connection to the existing ERP system.

TEAM 7

Sector

Natural-wood furniture manufacturers

Objectives/requirements

- To ensure a central solution which can track and manage all dealer and customer relationships
- To intensify the customer centric processes between employees, partners and customers as well as digital networking to improve cooperation
- To ensure a central solution which can track and manage all dealer and customer relationships
- To improve data quality and integrate procurement
- Increase customer satisfaction
- Function as a tool for managing the sales process and internal processes
- Improve the accuracy of marketing campaigns
- Ensure mobile use for field staff
- Expand the CRM solution - also for B2C

Benefits and advantages

- Marked improvement in quality of master data thanks to centralized, intelligent data handling
- Increased service quality with reduced reaction times and immediate fulfilment of customer requests even while mobile
- Target group oriented marketing measures based on data density and a fine selection of actual customer needs
- Well-founded, decision-making foundation for strategic procedures with clear reports including ERP data (sales figures, current orders)
- Significant reduction of administrative effort for both the pre- and post-processing of customer visits thanks to mobile access to important data, even in areas with no internet connection!



» CAS genesisWorld convinced throughout the whole process. It became clear to us very quickly that the solution from CAS Software AG offered us the best fit regarding our requirements for individuality and personal relationships. «

Manager Sophie Höchtl, CRM Project Manager and Sales Controlling



From rejection to enthusiasm

The initial fears of sales representatives in the field that the administrative workload would increase quickly soon turned into a positive experience that CRM actually saves time and resources regarding administrative tasks on a daily basis. "In the past, a lot of things had to be done parallel to or often after the actual to-do and so, for example, visit reports had to be written in the evenings or at the weekends, but now everything important can be done during the visit which means that effective "by-products" of the actual activities can be created. Even in areas where there is no telephone signal, our field staff (area managers) still have offline access via their mobile devices to all relevant customer information including order or delivery confirmations and sales figures."

Open and honest communication

"We see our suppliers as much more than just contact persons, they are partners in our success," emphasizes Höchtl. The new database contributes significantly to improved open communications and impresses both partners and customers alike. "If for example during a consultation meeting, a supplier informs us that a glass sample in a specific color missing, then the sales rep can simply order this sample directly by tapping a button on their smartphone or tablet."

From Austria to global player

"Ever since then, our CRM system has been set up across the company to ensure that our partner and customer wishes are always the center of our attention, this helps us to remain proactive and react quickly," explains Sophie Höchtl. This is particularly evident in the details and supposed minor details that have a noticeable effect." For example, the dispatch of catalogues and price lists in the desired

CAS genesisWorld

Project data

- CAS genesisWorld Premium
- Module: Enterprise Infrastructure Package, Report, Survey
- Integration with the ERP system

Customer

- TEAM 7 Natürlich Wohnen GmbH, www.team7.at
- Owner-run, upper Austrian manufacturer of bespoke, natural wood furniture for kitchens, dining rooms, living rooms, bedrooms and kids
- Founded 1959
- 715 employees

Project partner

- SALDO EDV-Beratung GmbH, www.saldo.at

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Flexible, easy to integrate, extendable
- Established product – multiple award-winning
- Used successfully by more than 30,000 companies

language which is initiated automatically with the help of CRM. Time-consuming notes of conversations or postal orders are a thing of the past for both the area managers and the employees at headquarters. "There is a lot that now runs much faster both internally and externally," confirms the CRM manager.

Target group-oriented approach

In addition, the use of the CRM solution simplifies communication with interested parties and end customers on the basis of their actual interests and needs - for example in the area of e-mail communication. Thus, in the CRM solution, our B2B and B2C customers can be differentiated according to desired criteria and supplied with relevant information via the CleverReach newsletter tool for items such as: newsletters, e-mail campaigns and promotions.

Feedback loop with an additional learn effect

As a consequence of ensuring that CRM key users were qualified in power user training courses, we were able to establish a satisfying level of acceptance throughout the whole company. In addition, there is also the so-called CRM feedback loop. New applications as well as open questions are discussed and explained.

Master data quality is now significantly better

In a direct before-and-after comparison, Höchtl notes that the quality of the master data has improved significantly since the introduction. This also lays the foundation for direct customer support. "Synergies can now be better exploited. For example, field staff can be managed more effectively, because the CRM system can be used independent of the time and location."

Leading by example increases acceptance

The degree of acceptance and success depends upon the



decision makers: "They are fully committed to CRM and the associated philosophy of Customer Centricity," added Höchtl. "Both the management team and the area managers use the CRM solution to gain a clear picture of business partners and as a means of ensuring perfect preparation for annual meetings. "The ERP solution interface also feeds turnover figures and current orders into the CRM system, ensuring that everyone is always up-to-date no matter where they are."

Loving fine wood means loving your customers

Overall, the introduction of the CRM solution has had a clearly positive effect and for the near future: Because in the foreseeable future, CAS genesisWorld will not only be used in the B2B area but also in the B2C area in its own flagship stores. And this is where it shows: "It is worth being exacting in terms of software as it helps your company to further develop and refine its own company values and, as in our case, it has helped to make not only our love for wood tangible, but also the love for our customers."



More testimonials

www.cas-crm.com/references



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