

Success Story



CAS <sup>globe icon</sup> genesisWorld

CRM/XRM for small and medium-sized enterprises



# CRM for optimal customer relationships

JOST products are used where it matters: The company is a leading global manufacturer and supplier of safety-related components and systems for the commercial vehicle industry. JOST relies on the CRM/XRM solution CAS genesisWorld to ensure a close relationship with its customers.

The Group's four strong brands - JOST, ROCKINGER, TRIDEC and Quicke - stand for high quality, reliability and innovative strength. More than 3,000 people work for JOST worldwide. With a global sales network and production facilities in 25 countries on five continents, the company maintains direct contact with all major manufacturers of trucks, trailers and agricultural tractors worldwide, as well as with all relevant end customers. In addition to flexibility and technical expertise, excellent customer relations are an important pillar of the company's success. To optimize this, employees in sales and service teams have been using CAS genesisWorld since 2018.



» The CRM solution CAS genesisWorld is our central market and customer information platform. «

Concetta Raguso-Spoto, CRM Project Manager

## Central knowledge tool

"The CRM is our central market- and information platform", explains Concetta Raguso-Spoto, CRM Project Manager at JOST-Werke Germany GmbH. "In recent years, we have consistently expanded our portfolio. Due to our growth, we need a solution that will gather the knowledge that exists in the individual heads of our colleagues and provide us with a means to make it available comprehensively across the company." The CRM software used in the past was not suitable for this purpose - primarily because it was not very user-friendly and the employees were correspondingly reluctant to work with it and there was



## Industry

Commercial vehicle industry

## Objectives/Requirements

- Enable company growth by securing and digitalizing corporate knowledge
- Implement a user-friendly CRM solution as a central tool for all European locations
- Map internal processes and apply targeted management
- Integration to SAPERP
- Provide reports on market potential and analysis

## Benefits and advantages

- Company knowledge is now structured and available to everyone depending on their rights, thanks to a central market and customer information platform which uses a contemporary operating concept
- Location independent access to the digital workspace including ERP data via the smart web client or the mobile app
- Analytical CRM with the help of the Reporting Tool and comprehensive filter options
- Targeted customer communications thanks to structured contact and interaction information which is updated daily
- More potential for managing relationships and customer-oriented service thanks to digitalization and automatic processes

simply a lack of acceptance, explains Raguso-Spoto. "Every member of the field staff had their own solution. It was time to move away from these patch-work solutions and introduce a central tool for all our European locations which could purposefully manage both the flow of information and processes."



## Web Client scores with useability

Above all, it was important to us that the new system scored points because of good usability, thus the decision was made in favor of the CRM/XRM solution CAS genesisWorld Web. With a modern operating concept which makes use of mouse, keyboard or touch-operation, CAS genesisWorld Web ensured high levels of user friendliness. And using the smart web client, users can access the CRM solution via a browser or mobile app and benefit from a digital workplace regardless of location. Thanks to interfaces to SAPERP and a business intelligence tool, all the customer master data and sales data is always available, explains Raguso-Spöth. In this way, CRM always provides a 360-degree view of all customers and their needs, even when on the move. Consequently, the JOST sales team is now in a position to always provide service-oriented communications and, thus, address the needs of their customers and partners.

## Targeted customer communications

"With CAS genesisWorld, customer visits can be planned efficiently. Our sales force really appreciates that", says Raguso-Spöth. "An important aspect for our sales force is also the ability to better manage contacts and contact information. We use it to reach customers in a very targeted way, for example with mailings on special topics. It wasn't as straightforward to do that before."

## CAS genesisWorld

### Project data

- CAS genesisWorld Premium Edition
- Interfaces to SAPERP and a business intelligence tool

### Customer

- JOST Werke AG, [www.jost-world.com](http://www.jost-world.com)
- Manufacturers and suppliers of security relevant systems for commercial vehicles
- Founded 1952
- Approximately 3,000 employees worldwide

### Project partner

- itdesign GmbH, Tübingen [www.itdesign.de](http://www.itdesign.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

Thanks to CRM our locations are up-to-date  
Raguso-Spotoh also cites the option of using the Survey module to record mobile visit reports as another major benefit: Sales uses this to record the results of customer meetings that are then stored in the CRM. This means that the entire team across all our locations in Europe always has a full overview of each individual project, updated daily. All the data can be analyzed easily. "Using the Report Client we can create reports at the click of a button on topics like market potential and market analysis."



The high quality and reliability of products and services are essential for maintaining competitiveness.



» Working with CAS genesisWorld is fun. «

Concetta Raguso-Spotoh, CRM Project Manager

The feedback from users is consistently good, Concetta Raguso-Spotoh concludes. "I keep hearing the system is very intuitive. In principle, many applications do not require much training and you can just get started. It's just fun to work with the system."



More testimonials:  
[www.cas-crm.com/references](http://www.cas-crm.com/references)

Find out more



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