



Customer



MHS Truck & Bus SRL.
www.man.ro
Branches: 7
Employees: 250
Sector: Automotive

Profile

MAN supplies trucks, buses, diesel engines and turbo machinery, and holds a leading market position in all of its business areas in Romania. MHS Truck & Bus SRL has 7 branches across Romania and is the main importer of MAN commercial vehicles and the main seller of truck in the country.

Products in use

- ▶ CAS genesisWorld
- ▶ ERP connect
- ▶ Mesonic Winline

Project Management



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Increased performance in sales and support

"For us, long-term customer satisfaction is of the utmost importance. In my opinion there is no better program than CAS genesisWorld for helping us achieve this. Thanks to this CRM solution, we are always one step ahead of the competition in terms of the quality of customer service."

Jorge Leuschner, CEO



Requirements

- ▶ A central, shared pool of data for seven subsidiaries
- ▶ Complete customer and vehicle records containing information on, for example, recent inspections, questions, orders
- ▶ Access to customer data for all employees
- ▶ Efficient support of day-to-day operations
- ▶ Financial reports
- ▶ Transparent order management
- ▶ Centralized workshop service management
- ▶ Centralized parts management
- ▶ A Romanian language version

Solution

Several individual solutions are now consolidated into one standard solution, comprising the flexible CRM solution – CAS genesisWorld – and the integrated ERP solution – Mesonic Winline. Within just a few months we were able to deploy CAS genesisWorld nationwide in all our subsidiaries as the central customer relationship management system.

Advantages

- ▶ Less paperwork
- ▶ Saves time
- ▶ Transparent reports
- ▶ Data stored and maintained centrally which ensures consistency
- ▶ Instant access to a comprehensive customer dossier, which also contains ERP data
- ▶ Well-structured, transparent processes
- ▶ Close collaboration between sales and service personnel opens up new sales opportunities
- ▶ Improved customer service ensures long-term customer satisfaction
- ▶ Benefit from synergies
- ▶ A secure, reliable IT solution



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