



Customer:



Eren Enerji Elektrik Uretim A.S.
www.erenholding.com.tr
Employees: 3.500
Industry sector: Energy

Customer profile

Starting its commercial activities in 1969 in the textile sector, Eren Holdings and its affiliates operate in the: energy, paper, packaging, retail cement, textile and tourism sectors.

The company has adopted a growth strategy based on equity. This growth strategy enabled the group to become one of the leading business conglomerates in Turkey.

By the end of 2010, the Eren group's total assets were approximately USD 3.3 billion and it expects to reach USD 4 billion in the next two years. Eren Holdings is committed to continually build upon this success without sacrificing its core values of: a total quality approach and team spirit.

Products in use:

- ▶ CAS genesisWorld CRM

Partner:



ABS Bilgi Sistemleri
Bakırköy-İstanbul, Turkey
Phone: +90 212 466 22 27
www.CRM-YAZILIMI.com

Customizable CRM solutions for individual needs

"At Eren Enerji, it is of fundamental importance that our quotes are well suited to our customers and this has to be managed with a good database. Using a CRM software we planned to move faster and make better decisions. We chose CAS genesisWorld CRM because of the user-friendly interfaces and flexibility, which fulfils our individual needs. Thanks to CAS genesisWorld CRM we can follow up our customer portfolio from a transparent database. As a result, we were able to exploit a number of new opportunities, like analyzing our portfolio and energy market. The information we get from the analysis reports allows us to react quickly to market changes, and make decisions with confidence".

Uğur Gürses, IT Manager



Requirements

- ▶ Create a common database
- ▶ Follow up customer, appointments, opportunities and quotations
- ▶ Sales reports to management
- ▶ Lead management
- ▶ Prevent users from duplicating addresses and quotations by using a central database
- ▶ Create a document database within the system
- ▶ Calculate indexes of customers electrical expenditure
- ▶ Maintain customer contract details

The solution

Using CAS genesisWorld CRM's functionality and user-friendly interfaces Eren Enerji can now manage both its customers and documents with more efficiency from one central database. In addition, the flexibility of the system gives the company the option of customizing its own solutions, for example, analyzing the spending habits of customers with the help of an electrical index calculation with a timeline. Individual customizations, carried out by ABS Bilgi Sistemleri, allow to create customer indexes for segmentation and statistics.

Benefits and Advantages

- ▶ Eren Enerji created their own central document database and set rights for document access
- ▶ Sales representatives can now control their potential /existing customers within the sales process
- ▶ Centralized customer addresses lead to more transparency
- ▶ With the help of the reporting capabilities of CAS genesisWorld, managers can access the reports and information they need, whenever, and wherever, they want
- ▶ Customer indexes can be created based on calculations for customer electrical expenditure. These indexes are in use for segmentation and statistics, as well as maintain customer contract details.



CAS CRM
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