



Customer:



Coeman Packaging
www.coeman.be
Employees: 45
Industry sector: Services
Engineering/ Packaging

Customer profile

Coeman Packaging NV is market leader in packaging machines and consumables. Situated next to the E17, in the West of Belgium, the company has known enormous growth. To support its expansion, Coeman Packaging has been using DIMASYS|ENT ERP from Infomat since 1999.

Products in use:

- ▶ CAS genesisWorld Premium
- ▶ Report Manager module
- ▶ Form & Database Designer module
- ▶ EPR Integration DIMASYS|ENT

Partner:



Infomat Antwerp - Belgium
+32 3 820 60 00
Infomat Arnhem - Netherlands
+31 26 376 34 81
www.infomat.eu

Less time on administration and focus on the sales process

"Our credo is that our people need to spend the maximum of time on our core business. We question all repetitive tasks to work as effective as possible. With CAS genesisWorld, our sales numbers are always correct, up-to-date and clear, allowing our Account Managers to spend less time on administration and to focus on the sales process."

Luc Vanderbeke, General Manager

Requirements

- ▶ Easy and flexible central CRM system
- ▶ Dashboard for different departments
- ▶ Better & faster communication between internal & external sales
- ▶ Standard Workflows to follow up sales activities
- ▶ Follow up sales opportunities (day by day)
- ▶ Integration of all sales data
- ▶ Correct information about sales potential
- ▶ Better market analysis
- ▶ Competitor analysis (SWOT)

Solution

Infomat has been Coeman's ERP vendor for more than 13 years now. When they started distributing CAS genesisWorld, Coeman loved it immediately. The CRM system is now integrated with ERP and also works perfectly with Microsoft Outlook®. CAS genesisWorld was easily adapted to the customer needs, replaces a lot of Microsoft Excel® lists and assures planning with forecasts and reports. Future plans: Link between CAS genesisWorld and the telephone software to automate and register the incoming/outgoing calls.

Benefits and Advantages

- ▶ Full dossier about each customer: general information, contracts, offers, (missed) telephone calls, documents, e-mails, visiting reports, etc.
- ▶ Motivated employees thanks to the easy way the system works
- ▶ A personal dashboard for each employee or department
- ▶ Simplification of workflows
- ▶ Always up-to-date information about sales, customers, prospects, etc.
- ▶ Mobility: CRM anywhere, anyhow, anytime
- ▶ Working on/off line with computers, and online with smartphone or tablet
- ▶ Link with Microsoft Outlook®, so that e-mails are automatically saved in CAS genesisWorld



CAS Software AG
CAS-Weg 1 - 5
76131 Karlsruhe, Germany
Phone: +49 721 9638-188
CASgenesisWorld@cas.de
www.cas-crm.com