

Success Story

REHATEC®



**CAS** genesisWorld  
CRM/XRM for small and  
medium-sized enterprises



## Creative Ideas

## for more participation

More participation for people with disabilities: A bold claim from Rehatec, manufacturers of innovative and high-quality rehab aids for adults and children, such as seat-shell chassis and standing trainers. This medium-sized company based in Schönau in the Odenwald region, set a goal to meet as many requirements and wishes as they could for families and patients having to care for loved ones with disabilities.

They remain true to their motto: 'Nothing is impossible'. CAS genesisWorld supports the Rehatec team in professional customer management and internal processes. In this way, the CRM solution keeps the company's tinkerers, consultants and sales staff free to focus on their core task: providing customers with the best individual aid.

"Our customers are medical and orthopedic stores," explains Rehatec sales manager Peter Blatt. "But we also advise the users of our devices directly. That is, people with limitations who can no longer walk, who can't stand, who can't sit on their own." Trials and adjustments take place where they are desired - at the users' homes, in medical supply stores or in clinics.

### Close integration of CRM and ERP

With CAS genesisWorld, Peter Blatt and his colleagues always have a 360-degree view of each of the approximately 500 regular customers and over 2,000 other customers. It also enables efficient management of the numerous products. The CRM solution is connected to the Optima enterprise resource planning system via an interface:

"CAS genesisWorld automatically pulls the daily updated customer data from there, so that all information is always available in the CRM," says Peter Blatt.

# REHATEC<sup>®</sup>

## Industry

Rehab products

## Objectives/Requirements

- Manage customer and process management professionally
- Reduce administrative work so we have more time to innovate and for our customers
- Mobile deployment for on-site consulting
- Use in marketing and reporting
- Connect to merchandise management system

## Benefits and advantages

- Reduced administrative work has given us more time for innovation, consulting and sales
- Centralized data incl. ERP data also in mobile use for on-site consultations, tests and adjustments
- Increased management efficiency and transparency of the numerous products on a central platform, which also helps to safeguard company know-how
- Ideal device management, for example, demo goods pool with around 1000 devices thanks to software-supported processes
- Strategic and operational information advantages thanks to systematic, digital documentation of the market and competition monitoring
- Quick and clear reports on sales development, customer potential and the competitive situation





## Digitalization creates scope for innovation

Field service employees manage their appointments in CAS genesisWorld and document the results for further order processing. This can be done easily and flexibly on the iPad using the CAS genesisWorld Mobile App. The necessary input fields were set up by CAS partner Hochwarth IT to suit Rehatec's needs: "The customizable CRM solution thus enables us to go into great detail with targeted questions, for example, on the topic of market monitoring: What changes are there among competitors?"

With this comprehensively stored and quickly retrievable data, everyone in the company can provide transparent advice to customers, and sales manager Peter Blatt has an overview of all the activities of his employees. Fast and clear reports, for example on sales development and customer potential, also provide a sound basis for decision-making.



» The customizable CRM solution thus enables us to go into great detail with targeted questions, for example, on the topic of market monitoring. «

Peter Blatt, Sales Manager

## CAS genesisWorld

### Project data

- CAS genesisWorld Platinum Suite
- Interface to Optima merchandise management system

### Customer

- Rehatec GmbH, [www.rehatec.com](http://www.rehatec.com)
- Rehatec GmbH, [www.rehatec.com](http://www.rehatec.com)
- Innovative and high-quality rehabilitation aids for adults and children
- Founded in 1985
- approx. 70 employees

### Project partner

- Hochwarth IT GmbH, [www.hochwarth-it.de](http://www.hochwarth-it.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

## Ideal device management

"CAS genesisWorld is ideal for managing our demo devices," emphasizes Peter Blatt. Rehatec often provides a device for trial at the beginning of a fitting. The demo-device pool comprises around 1000 devices. "We have approximately 15 different products and within these 15 products sometimes up to eight sizes", illustrates Peter Blatt. In the past, the test products were managed using an Excel spreadsheet. "Keeping an overview here was not always easy." Today, if a sales representative needs a specific demo device for an appointment, he selects it in the CRM and enters all the data such as the serial number, color and any special features using predefined fields. Where the device is to be used is linked to the corresponding digital customer file.

"If I want to show a customer a particular product, I simply go into CAS genesisWorld, enter the product and see exactly where it is and when it will be available for use again. That is a great relief," explains Peter Blatt.



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

Find out more



## Networking of products, people and service

The CRM solution is also used in marketing and makes it possible to inform customers and interested parties in a targeted manner. This means that selected user groups can be contacted directly when there are improvements to a particular device.

"If possible, we don't want to operate different systems side by side, but rather, in future, cover as much as we can with CAS genesisWorld," says Peter Blatt. "CAS genesisWorld has also proven itself to be readily and easily customizable regarding our special requirements without having to delve too deeply into the programming. This CRM/XRM solution lives and grows with us and our company."

Contact us now for more information on applying CRM.

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