

Success Story



**CAS** genesisWorld

CRM/XRM for small and medium-sized enterprises



# 20 years on: A CRM that grows with you

Yamaichi Electronics Germany GmbH (Yamaichi) stands for precision and innovation. The company develops and produces valuable plug-in connectors and cable fittings. The portfolio of test solutions ranges from pure contacts for semiconductors to complex and highly integrated test systems for manual and automatic tests. Yamaichi products are used in the areas of semiconductors, industrial automation, automotive applications as well as in measuring and testing technology. Consequently, reliability and functional security are of paramount importance. Located in Munich, Yamaichi has been using CRM solutions from CAS Software AG for almost 20 years now, implemented in cooperation with itdesign GmbH the CRM solution ensures that their internal processes run seamlessly. Today, CAS genesisWorld is used in particular to support targeted processes in marketing, sales and quality management. CRM has been an integral part of Yamaichi's daily routine since 2003. The CAS partner, itdesign GmbH, originally implemented the software and has been continually tailoring the system since then to match the company's requirements exactly. Today, around 130 employees work with CAS genesisWorld, above all in sales and marketing, but also in purchasing and quality management.

## In-house CRM manager

Besides the Marketing representative Christina Beer, Yamaichi also has their own CRM manager. Over the last 2 years, they have been working closely with the consultants from itdesign to refine the deployment potential of CAS genesisWorld.



» We model the whole customer life cycle in CRM - from the very first enquiry through to requirements, quotes, orders, invoices and complaints. All the data, that is, all the e-mails, telephone calls, appointments and opportunities are documented completely and stored here. «

Christina Beer, Marketing/CRM representative



## Industry

Elektronics

## Objectives/Requirements

- CRM platform in use for 20 years: Constant further development and optimization
- Support seamless interdependent internal work processes
- Manage knowledge longterm, interdepartmentally
- Recognize and exploit customer potential
- Allow solid decision-making based on reports and forecasts

## Benefits and advantages

- Deployed interdepartmentally safeguarding the comprehensive corporate knowledge from sales/marketing, purchasing and quality management
- Delights colleagues even the veteran field staff, thanks to regular internal CRM training courses and agile CRM specialists
- Opportunities are always in view, even for long-term projects thanks to clear forecasts
- Ensures a targeted, multiphase customer approach that includes marketing and follow-up actions thanks to data selection and the customer or project dossiers which are both fully digital and mobile capable
- Contributes to efficient trade fair success management by using digital trade fair contact sheets, ad hoc reports for lead qualification and automatic processes



"Staying up to date is easy for our colleagues in sales, they just have to take a quick in the customer dossier and immediately they know what the next course of action is for any given customer" added Head of Marketing Constanze Knoesel. A key factor in the successful implementation of CRM has been the regular training courses given by Ms. Beer. "We provide short and sweet answers to key questions on working with CAS genesisWorld as well as demonstrating what the advantages are, this includes tips and tricks", explains Christina Beer. "This contributes significantly to acceptance and resonates well with "sales veterans" who have been working with pen and paper for years."

### No opportunities go unused



» A major leap forward is that you can systematically track sales opportunities with CAS genesisWorld. «

*Constanze Knoesel, Head of Marketing*

„After visiting a customer, the field staff colleague creates an opportunity in CRM and links all the important data to it, for example, their customer report, addresses, contacts and the sales potential. All phases are clearly defined, from the customer appointment to the technical coordination and finally, the end of the project. Every employee involved can see what products are being referenced, what was discussed and when, and whether or not the customer has received any samples, as well as what the next step is." So even if the responsible employee is absent, other employees can still make progress seamlessly. Consequently, no opportunity slips through the net. The detailed analysis enables us to forecast over many months. "And because we have lots of longterm projects, it is essential to our planning that we can see what is in the pipeline."

## CAS genesisWorld

### Project data

- CAS genesisWorld Platinum Suite
- Integration to the Inxmail e-mail program

### Customer

- Yamaichi Electronics Deutschland GmbH, [www.yamaichi.de](http://www.yamaichi.de)
- Development and production of high quality plug-in connectors as well as cable fittings and test solutions for semiconductors
- Fields of application: Industry, automation, measuring and testing technology, data networking and the automotive industry
- Production facilities in Germany, Japan, the Philippines and Korea
- Founded 1986
- 324 employees

### 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
- Mobile CRM solutions with CAS SmartDesign for smartphones, tablets and browsers
- Very good price-performance ratio
- 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

## Process trade fair contacts quickly

Another improvement CAS genesisWorld helped us to realize in recent years, is the rapid processing of customer contacts after trade fair events. "In cooperation with itdesign, we developed a trade fair report sheet from which we can quickly transfer contact information into the CRM, explains Christina Beer. In the past, our trainees would enter the data by hand into diverse data records which was incredibly time consuming. Now, with the digital lead we have a bundled data record in which all the trade fair information is contained. This is gold for our front- and back-office staff as they now have a seamless source of information on potential customers. "Thanks to the report function, our head of sales has a complete overview of what we need to follow-up on after a trade fair", added Constanze Knoesel.

## Targeted approach to addressing customers

In marketing, it is well worth linking your CRM solution to your e-mail marketing program. "By setting filters in CAS genesisWorld, we can send very precisely targeted e-mail campaigns to specific customer groups – for instance if we want to invite contacts from specific postal code areas to a regional trade fair. And in CAS genesisWorld our field staff



Seamless, comprehensive, interdepartmental cooperation in sales and marketing, purchasing and quality management.

can see before an appointment, whether or not a customer has received a newsletter informing them of new products and can then react accordingly while in the appointment", says the head of marketing.

## Conclusion

Finally, after almost 20 years of history with Yamaichi and itdesign, the CAS partner, it is clear that CRM is never a fait accompli. To be successful in customer relationship management you have to live CRM and constantly develop it just as you would your own company, especially if you expect to remain sustainably successful.



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

Find out more



Contact us now for more information on applying CRM.

Phone: +49 721 9638-188

E-Mail: [CASgenesisWorld@cas.de](mailto:CASgenesisWorld@cas.de)

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



CAS Software AG  
CAS-Weg 1 - 5  
76131 Karlsruhe

