

Success Story



CAS ^{globe icon}genesisWorld

CRM/XRM for small and medium-sized enterprises



Future-proof high-performance CRM solution

Since the beginning of 2017, the mk Technology Group has been working on replacing its CRM system. This globally active group of companies has been in business for 55 years and uses "Enthusiasm for technology" as its guiding principle. Consequently, their focus is on the continuous further development of products and services, which is essential to them as leading suppliers of profile technology, conveying technology and system solutions for factory automation. Originally developed in house, the company's existing CRM solution was starting to show its age and no longer offered the range of functions the company needed to keep them ahead. With this in mind, they began to search for an alternative, and in 2020 used the services of an external service provider to tender for a new system and perform a pre-selection from several potentially suitable solutions. CAS genesisWorld was among the three solutions shortlisted.

CAS genesisWorld prevails

The mk Technology Group had a number of important criteria for evaluation of the various systems, these included: functionality, usability, look & feel, and flexibility regarding future development.

Implementation procedure

The implementation team consisted of a core team from the mk Technology Group made up of key users taken from sales, marketing and service, and a consulting team from the CAS partner, itdesign GmbH, which included permanent professional and technical consultants. Running in iterative cycles, the implementation enabled regular feedback loops as well as the constant adjustment and refinement of the



Industry

Mechanical Engineering

Objectives/Requirements

- Replacing the self-developed CRM system
- Future-proof, user-friendly, appealing look and feel
- Hosting of the solution by implementation partner
- 360-degree view of customers and prospects
- Wide range of functions and flexibility for future development
- Process automation when handling customer inquiries
- Extensive evaluation options
- Very experienced and economically stable implementation partner

Benefits and advantages

- End-to-end CRM solution for employees at different locations
- Hosting: no server infrastructure, IT staff savings, high flexibility, data sovereignty
- Significantly increased data quality and reduced administration efforts thanks to central platform with continuously growing and secured corporate memory
- Well-informed employees through fast availability of relevant customer data on individual dashboards or in views
- Mobile working online and offline
- Efficient and transparent processes with automated resubmissions and clear evaluation options



objectives. Of course this requires excellent communication and feedback in the form of fortnightly fixed meetings as well as regular workshops and user training sessions.



» The implemented CRM solution CAS genesisWorld is performant, transparent, flexible and future-oriented. «

Sven Saynisch, Head of Marketing

Success for good reasons

Sven Saynisch, CRM Project Manager at the mk Technology Group, recognizes a multitude of factors playing into the success of the project. These include; the quality of itdesign's planning and execution as well as the holistic support they provided during the entire project, the actual recording of requirements and the subsequent modelling of processes culminating in their implementation in the system, and finally, the on boarding and training of key users and the concluding "aftercare" phase. From mk Technology Group's standpoint, the clear communications from the project manager vis-à-vis the team, steering committee and users was a significant success factor, as well as ensuring that the necessary key users were involved. It was also important that the project manager familiarized himself with the new software at an early stage in order to better assess requirements and make the right decisions.

CAS genesisWorld

Project data

- CAS genesisWorld Premium
- Modules: Form & Database Designer, Helpdesk, Marketing pro, Report
- itd interface framework

Customer

- mk technology group, mk-group.com
- Leading supplier of profile technology, conveyor technology and system solutions for factory automation
- Founded 1966
- 470 employees at 6 locations

Project partner

- itdesign GmbH, Tübingen 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
- 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

CRM: Modern and future-proof

The implementation of CAS genesisWorld was successfully completed in September 2021, thus enabling the sales, service and marketing departments to all work on one platform. Now, colleagues with the rights to contact data information enjoy access to this data at any time and can see what is happening elsewhere in the company and who has edited which data record and how. The group also benefits from significantly improved data quality thanks to mass data changes as well as reduced effort, because new data can be scanned directly from business cards using the address wizard or simply created using copy-and-paste. The group structure has been mapped in the solution, enabling faster, more transparent processes, as well as, in the words of Sven Saynisch, easier work and more fun when using the CRM.

Exclusively in the cloud

The mk Technology Group uses CAS genesisWorld exclusively in the cloud and has the CRM solution hosted by the implementation partner. This has the great advantage that the costs for the provision, administration and maintenance of the servers have been completely outsourced, which is a great relief for the IT department of the mk Technology Group.

Conclusion

Today, the mk Technology Group is considering further expansion of CAS genesisWorld - for example, greater integration of management into the system or new modules for reporting and sales planning.

In addition, a data exchange interface is being considered for a future ERP system.

In short: CAS genesisWorld has arrived at the company and is becoming part of its future.



More testimonials:
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

www.cas-crm.com



CAS Software AG
CAS-Weg 1 - 5
76131 Karlsruhe

