

Success Story

**Meffert AG**  
*Farbwerke*



**CAS** genesisWorld

CRM + AIA® for small and  
medium-sized enterprises



# Inspiring customers with clear communication

Products from Meffert AG make our everyday lives more colorful. The manufacturer of paints, varnishes, plasters and building protection products stands for quality and custom-fit service. With CAS genesisWorld and communication from a single source, Meffert inspires customers and trading partners.

Meffert has come a long way since opening its Bad Kreuznach paint store opened in 1947 to becoming an international full-range supplier. Now, Meffert operates in 15 locations with more than 1,500 employees who develop, produce and sell high-quality products. The portfolio ranges from paints, varnishes, glazes, plasters and sealants to renovation and building protection products. Meffert products are known in more than 60 countries. At the Meffert plants, modern technology ensures smooth logistics and the optimum availability of goods as well as punctual deliveries.

## Focus on customer relationships

Meffert supplies well-known wholesalers and DIY groups as well as their customers. A fleet of field sales representatives provides individual service to retail partners and users in close coordination with the back office teams at the respective locations. Since 2017, CAS genesisWorld has been supporting the company's sales and product management teams in meeting customers' needs in the best possible way. The customer relationship management (CRM) solution ensures smooth coordination within the company and customer-centric communication.

## Solution for efficient work

"Before we had a CRM solution, current project statuses were often difficult to track and in some cases virtually a black box due to a lack of uniform documentation," reports Tobias

## Meffert AG Farbwerke

### Industry

Paint/Varnisch Industry

### Objectives/Requirements

- Clear communication to trading partners and customers
- Transparency, central knowledge and database
- Optimal maintenance of customer master data and project data
- Sales and product management
- Instrument for efficient, flexible and independent field work
- Mobile, device-independent work
- Ensure embedding in existing IT environment
- Extensive management through own IT

### Benefits and advantages

- Provide consulting and advice on an equal footing thanks to an all-round view of customer needs through digital customer dossiers and the networking of information to create valuable knowledge
- Smooth interdepartmental interaction between the front and back office teams and product management
- Flexible location-independent work with thanks to the web client
- High data quality through structured visit and project reports
- Customized implementation, individual adaptation, connection of existing systems and independent administration

Mengler, IT Manager at Meffert AG in Bad Kreuznach. "When there were changes in field staff, information was often lost. For example, what had been discussed with customers most recently. Everyone had their own lists and



notes in Excel, Outlook or Word. In some cases, communication took place via WhatsApp. We were looking for a solution to improve this situation and to be able to optimally maintain customer master data. We also wanted to give our sales team an efficient tool for their daily tasks."

### Modern and mobile working

Around 180 employees at all German-speaking Meffert locations now use CAS genesisWorld as their central work platform. "CAS genesisWorld scores points as a solution that stands on technologically modern feet", the IT manager sums it up. "For us, device-independent use in the field is crucial. Here, the web client for mobile working with CAS genesisWorld on laptop, smartphone and tablet is outstanding."



» An absolute added value is that the digital customer dossier in the CRM solution provides access to all information at any time and any place. «

**Tobias Mengler, IT Manager**

"An absolute added value is that the digital customer dossier in the CRM solution provides access to all information at any time and any place," Mengler is pleased to say. "The colleague in the field can see when he last visited the customer and what was discussed. After an appointment, he writes a detailed and uniformly structured visit report in CAS genesisWorld. This is immediately available to the back office team." Field and office staff are thus optimally linked with each other. Everything important about customers and projects is documented in good quality, nothing gets lost. Even in the case of personnel

## CAS genesisWorld

### Project data

- CAS genesisWorld Platinum Suite
- Interface to ERP system
- Connection Power BI
- ACP CRM widget Create NewData for company-specific process transitions

### Customer

- Meffert AG Farbwerke, [www.meffert.com](http://www.meffert.com)
- Full-range supplier of paints, varnishes, glazes, plasters, sealants, renovation and building protection products
- Founded in 1947, over 1,500 employees

### Project partner

- ACP IT Solutions GmbH, [www.acp.de](http://www.acp.de)

### CAS genesisWorld

- Benefit from corporate processes and access the latest customer data in one central CRM + AIA® solution
- Professional customer management 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
- CAS products being used successfully by more than 30,000 companies worldwide

changes or substitutions, projects are seamlessly continued. Another plus is that field staff can enter an order into the system themselves in the CRM solution while on the road, without having to go through the back office. "This makes them more flexible and faster," explains Mengler.

### CRM as a central knowledge base

Meffert also digitally maps project reports with CAS genesisWorld: "We do individual product consultations for specific construction projects. The responsible employees record the data and recommendations in the CRM solution and output the results for the customer as a PDF," Mengler explains. The project report automatically flows into the digital customer dossier. "This gives us full transparency." Thanks to the CRM solution as a central knowledge base, everyone in the team has an all-round view of the needs and requirements of partners and users and can provide targeted advice. The result is satisfied customers. "We are a company that does not want to adapt to software, but we need a solution that adapts to us," Mengler emphasizes. With support from ACP IT Solutions GmbH, CAS genesisWorld was tailored to Meffert's requirements



and structures. Product data from the existing ERP system is available in the CRM solution via an interface, and the analysis tool Power BI was also embedded in CAS genesisWorld. An interface to the existing mail program enables targeted letters to be sent to selected recipients. These are filtered in the CRM solution with just a few clicks according to the appropriate criteria. In addition, ACP has developed its own solutions, such as the CRM widget Create NewData for company-specific process transitions. "We can make very many changes ourselves, and our own IT team can manage the CRM solution themselves. I can add fields, create rules and assign rights", Mengler says. "I can easily make adjustments in all applications. That's a key advantage for us."



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

Find out more



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