

Success Story

KOSTAL



» The individual customization of CAS genesisWorld offers us more than enough options to meet the requirements of any company or market situation – this creates investment security. «

Werner Palm, Managing Director

©KOSTAL Solar Electric

CAS genesisWorld

xRM and CRM for small and medium-sized enterprises



Customer Centricity as an energy source

It is common knowledge nowadays that solar cells produce electricity when the sun shines on them! But what about the energy released when implementing a customer-centric solution such as CAS genesisWorld at KOSTAL Solar Electric GmbH?

Everyone enjoys the energy they get from the sun in Freiburg. Geographically, the city lies in the middle of Germany's sunniest region. And as a key city in the Breisgau region, Freiburg is also well known as a so-called ecological capital, a reputation it also owes to companies like KOSTAL Solar Electric GmbH, who promote environmentally conscious technologies across Europe.

Smart connections

The company offers owners of solar systems high-quality PIKO inverters which can intelligently transform solar power (direct current) into (alternating) current. The company's philosophy of "Smart connections" plays a key role in driving their innovations forward. Their vision is to create smart connections which include the connections between wholesale partners, installation engineers and their own employees. This crossroad to success is exactly where CAS genesisWorld comes in to the picture.

Wanted: The best CRM in the world

"We were looking for a CRM solution which could offer us more than just the usual sales aspects", explained Fabiana Barros da Silva. "The objective of the implementation was to apply Customer Centricity to our diverse customer relationships to make them visible, offer custom services and make better use of our customer potential", she went on to add. On top of this, the company also expressed an interest in analysis and evaluation options which would enable them to make valid estimates on buying behavior and customer satisfaction.

KOSTAL

Industry

Energy/solar power

Objectives/Requirements

- Implement a CRM solutions which addresses more than just sales aspects
- Establish intelligent connections and optimized processes across the whole chain of added value
- Provide options for evaluation and analysis and ways to measure customer satisfaction
- Ensure an integration with the ERP system (SAP)
- Support the training department with the management of their courses
- International use

Benefits and advantages

- Increased customer satisfaction due to competent and rapid customer care thanks to centralized data and consistent access to customer dossiers from every workstation, even when mobile and Europe wide
- Provides targeted further development of trade fair and first contact data using the centralized database and intelligent analysis for special sales measures
- Provides qualified knowledge transfer across international borders

The overall package tipped the scales

The CAS genesisWorld CRM solution was the clear winner when compared with other solutions: "The flexibility, the price-performance ratio, server locations, the excellent customer care and support were the factors that secured the deal for us", explained Barros da Silva.



©KOSTAL Solar Electric

"The individual customization of CAS genesisWorld offers us more than enough options to meet the requirements of any company or market situation – this creates investment security", Werner Palm, Managing Director, explained with satisfaction.



» We were looking for a CRM solution which could offer us more than just the usual sales aspects «

Fabiana Barros da Silva, Sales Support

Implementation and interfaces

The system was implemented with the help of the CAS Software AG consultants, who ensured that the implementation included all the necessary interfaces to existing third-party systems such as the ERP system from SAP, Microsoft Office and the Inxmail mailing software.

Used internationally

In the meantime, it's not just the employees at the headquarters in Freiburg who are using the CRM solution, but also the employees in the holding company in Hagen. Using terminal server access, field staff and staff in the subsidiaries in France, Greece, Italy, Spain and Turkey can all also use the software.

CAS genesisWorld

Project data

- CAS genesisWorld is being used on 60 workstations in the company headquarters in Freiburg and in the holding company in Hagen as well as being accessible through a terminal server connection regardless of location
- Interfaces are available to Microsoft Office, SAP ERP and Inxmail

Customer

- KOSTAL Solar Electric GmbH, Freiburg
www.kostal-solar-electric.com
- International sales of power inverters for the solar industry
- Founded in 2006
- Kostal Solar Electric is part of the KOSTAL group of companies with more than 16,000 employees in 39 locations across 18 countries worldwide

Projectpartner

- CAS Software AG

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Established product – winner of several awards
- Being used successfully by more than 10,300 companies

One central system for everyone

Before the implementation, all company information was managed in Microsoft Excel lists, however, since the implementation all processes now run in CAS genesisWorld. The training department now also uses CAS genesisWorld to manage and process all training courses and webinars from the planning phase through to sending out certificates.

Transparency across all levels

CAS genesisWorld is also used extensively for capturing trade fair contact data and for composing reports: "Every single employee saves their customer contact data centrally, which means that anyone can conduct an individual customer or market analysis from the available data. Information on the different customers and target groups, depending on the market situation, can be accessed immediately and filtered according to purpose. No information gets lost", said Barros da Silva. And depending on the individual rights granted to an employee, employees can access around 43,000 business contacts from Freiburg to Shanghai. "In CAS genesisWorld we bundle all of our customers' business figures and prospects."



Comments from other customers:
www.cas-crm.com

Find out more



©KOSTAL Solar Electric

Kostal Solar Electric GmbH has switched to CAS genesisWorld for their European operations.

The bottom line: Explore hidden resources

CAS genesisWorld implementation have proven themselves time and time again across diverse sectors. "We simple wouldn't be able to work without CRM", emphasized Fabiana Barros da Silva. She can only recommend using CRM and the care and support provided by CAS Software AG. However, she does advise any decision-makers who are currently considering investing in a CRM implementation to include their key users in the implementation process right from the start and also to establish an internal CRM contact person: "CRM finds resources which you can use on a daily basis."

Contact us now for more information on applying CRM in the automotive industry.

Phone: +49 721 9638-188

E-Mail: CASgenesisWorld@cas.de

www.cas-crm.de



CAS Software AG
CAS-Weg 1 - 5
76131 Karlsruhe

