

Success Story



C. OTTO GEHRCKENS
DICHTUNGSTECHNIK

CAS [®] genesisWorld

CRM + AIA® for small and
medium-sized enterprises



From the pizza oven to the space station

The main product of C. Otto Gehrckens GmbH & Co. KG (COG for short) is used in almost every industry: the O-ring is one of the most widely used seals in the world. COG is the leading supplier of elastomer seals and O-rings and has the world's largest stock of the latter. The broader the spectrum of a company, the more diverse its customers and their needs. With the CRM solution CAS genesisWorld, COG is now able to meet all of these needs in a simple and structured way.

We needed a modern CRM system

"The larger the company became, the more confusing working with customers became. Everyone worked with the ERP system a little differently and stored data in different places," explains Henning Wrage, Head of Marketing and CRM Project Manager at COG. "The structures became more complicated, in both sales, project management and production, but also in our marketing department. Cross-interface collaboration was difficult because everyone had their own perspective. Information that would have been important for certain organizational units simply didn't reach them in some cases, for example because they weren't on the e-mail distribution list. And we also quickly realized that we needed a modern CRM system for analyses."



» CAS genesisWorld is state of the art and made a particularly positive impression on us in terms of usability. It enables us to work in a self-explanatory way and simplifies our processes. «

Henning Wrage,
Head of Marketing and CRM Project Manager



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Industry

Sealing technology

Objectives/Requirements

- Professional, modern CRM solution
- All customer information prepared in a structured manner
- Good usability, self-explanatory operation
- Evaluation options
- Quick retrieval of data

Benefits and advantages

- Optimized customer service: networked 360-degree view of the customer, all customer information is stored in a central database
- Optimal decision-making and working basis with comparative dashboards: all the information that is important for employees available at the click of a button
- Intelligent corporate memory: in addition, customizable dashboards/cockpits can be created for individual groups, organizational units or employees
- Transparent and structured thanks to cross-interface collaboration
- Tidy knowledge collection and increased added value with the help of SmartSearch: find any information quickly

CRM: Flexible and state of the art

Improving work with the customer across all interfaces and being able to track customer journeys and leads were the requirements for the CRM solution. Another reason why COG opted for CAS genesisWorld was the adaptability of the CRM solution for future requirements and the ability to carry out independent edits. "It was important for us to be able to develop the CRM solution independently," emphasizes Wrage.

A strong partner for the deployment

The partner, itdesign GmbH, supported COG enormously with the introduction and customizing of CAS genesisWorld. This is because the users of the CRM solution also come from different areas and have different prior knowledge and requirements. For all of them, CAS genesisWorld should be a tool that makes their work easier. So far, more than 70 employees from the project management, sales, marketing, controlling, various production areas, accounting and bookkeeping departments as well as the management team work with CAS genesisWorld at COG.

Optimally prepared for customer contact

"A CRM solution becomes interesting when I have so many customers that I lose track of everything. When it is necessary to structure the mass of information and make it transparent," says Wrage. "When a customer calls, the CRM solution allows us to be much better prepared for the conversation. The 360-degree view in CAS genesisWorld allows employees who have not previously worked with the customer to provide detailed, up-to-date information. In ERP, employees had to search for the individual pieces of information in different places, which meant that they always had a lot of different windows open, which quickly became confusing. Employees in the field and in mobile office can now also access all the data quickly and easily by using the web client or the app on their smartphone. "The performance is simply very good," says Wrage. A good example of how CAS genesisWorld simplifies sales work is the trade fair lead. In the past, trade fair visit reports were typed into an Excel spreadsheet, copied several times for different departments and forwarded for follow-up. Certain people were then responsible for maintenance and follow-up in Excel. "Milestones were defined here, but it was still necessary to manually check whether a conversion to a customer had taken place, for example," continues Wrage. In CAS genesisWorld, it is quick and easy to see when the initial contact was made, who is responsible for which tasks, when



CAS genesisWorld

Project data

- CAS genesisWorld
- Interface to proAlpha

Customer

- C. Otto Gehrckens GmbH & Co. KG, www.cog.de
- Leading supplier of precision seals
- Production headquarters in Pinneberg near Hamburg, Germany
- 300 employees, including 70 CRM users

Project partner

- itdesign GmbH, Tübingen, www.itdesign.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

follow-up appointments were made and what the current status is. All information is now stored in one system and is available to employees. Wrage sees the greatest usability in the use of the SmartSearch: "Regardless of whether an address, customer, contact person, appointments or orders are being searched for, SmartSearch in CAS genesisWorld finds everything in a fraction of a second."

New functions and optimizations in planning

"We are constantly improving our work with the CRM," says Wrage. The connection to the web store with the option of extensive competition monitoring including trigger e-mails is already in place. The next step we have planned is a so-called secondary representative function. This is based on the following scenario: a sales representative who is responsible for development projects is assigned to one sales territory, but also works for customers from other sales territories. These sales must then be deducted from one sales territory and allocated to the other. It is important that you can still see the customer's total turnover at the click of



a button. However, if target figures are provided, a target/actual comparison must still be possible. This also requires an adjustment in the ERP system proAlpha. The biggest upcoming project is marketing automation paired with scoring. „We are primarily concerned with lead scoring, but existing customer scoring will of course also be of interest later on. Knowing how active or labour-intensive a customer is in comparison to turnover is extremely important for customer management. CAS genesisWorld should therefore become even more of a sales and marketing management tool than it already is," says Wrage.



More testimonials:
www.cas-software.com/references

Find out more



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