



Reference

**HAHN**  
AUTOMATION GROUP

**CAS** genesisWorld

CRM + AIA® for small and medium-sized enterprises



# CAS genesisWorld

## in use worldwide

The HAHN Automation Group is the global solution partner for factory automation. The company stands for industry-specific know-how, an extensive project portfolio, and a global organization with a focus on providing service all from a single source. From manual stations to semi-automated cells and full production lines, 1,800 employees across 22 locations worldwide work on custom solutions. In addition, the digital product portfolio helps manufacturers gain a competitive edge by increasing efficiency and paving the way to a smart factory. Customers in the Automotive, Consumer Goods, Electronics, and MedTech industries have benefited from our expertise for more than 30 years of providing experience and international innovation.

### Ideal for complex processes

„In customer communications, each of our group members was already using their own stand-alone solution based on CRM and ERP systems, or implemented their own systems using Outlook," recalls the Project Manager. "After conducting intensive market research, the choice fell on CAS genesisWorld, because it is a CRM system which fits perfectly with our requirements and offers good value for money." The logic of the system, the ability to cross-link information and the flexibility to map even complex processes neatly were the attributes that swung the decision.

### Go-live within three months

Barely three months after placing the order, CAS genesisWorld went live at one of the Hahn Group companies. And six months after that, more than half of the locations had been integrated. The adaptation of interfaces to the ERP systems being used ran equally smoothly. "The high functionality of CAS genesisWorld and our experience are key in providing customers with quick, expert help," says CRMC Project Manager Tobias Homberg.



### Sector

Industry, automation and robotics

### Objective/Requirements

- Replacement of island solutions
- Professional, centralized customer relationship management
- Mapping and optimization of internal processes
- Structured project tracking
- Clearly structured quote preparation
- Interfaces to the ERP systems already in use
- Connection of all locations
- Mobile solution

### Benefits and advantages

- Logical consistency and ease of use with extensive cross-linking of information and easy, cross-location access to all relevant customer data
- Transparent mapping and automation of complex processes - efficiently supporting internal communications, day-to-day business and customer relations
- High levels of customer satisfaction thanks to fast, expert support from every workstation and when mobile
- Comprehensive, centrally collated information on all interactions and communications, including ERP data in digital customer or project files
- Targeted project management with an effective workflow and control system
- Sound decision-making basis with clear evaluation options for key data



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Anna Konrad, Marketing Manager

### Mobile use in sales and service

Over 100 users in the international HAHN Automation Group are now successfully running CAS genesisWorld when on the move. "Our customer communication by telephone and e-mail, the preparation of quotations and project tracking procedures have made a crucial leap forward with the CRM system," says Konstantin Dick. "Our sales and service staff use the mobile app or the browser interface to keep up to date when on the move". The goal is clearly defined: Through the course of 2019 all HAHN locations will be working with CAS genesisWorld.



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

Find out more



## CAS genesisWorld

### Project data

- CAS genesisWorld Premium
- Module: Report, ERP connect, Marketing pro

### Customer

- HAHN Automation Group, [www.hahnautomation.group](http://www.hahnautomation.group)
- A network of specialist companies in industrial automation and robotics
- 19 locations, over 1.800 employees

### Projektpartner

- crm consults GmbH, [www.crm-consults.de](http://www.crm-consults.de)

### CAS genesisWorld

- Benefit from corporate processes and access the latest customer data in one central CRM + AIA® solution
- Professional customer management increases efficiency
- 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

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

Comments from other customers:

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