

Success Story



CAS genesisWorld

CRM + AIA® for small and medium-sized enterprises



With CRM it's all in the box

Swabian inventiveness mixed with the latest technology and an eye for the details — all go into manufacturing a Renz letterbox. In the area of Customer Relationship Management, the company's employees have placed their trust in a special tool which has been providing them with strong support since 2010: CAS genesisWorld. The Erwin Renz Metallwarenfabrik GmbH & KG with its headquarters in Kirchberg/Murr is the market leader for letterboxes in Europe. With more than 500 employees spread over 3 production sites, Erwin Renz can guarantee the highest levels of finishing and service.

New sales processes

Renz are best known for their constant pursuit of innovation and perfection. Implementing the CRM solution was the perfect opportunity for them to review their sales process as well as examine existing procedures for organizing objects and customer management. Consequently, CAS genesisWorld is being used in an integrated manner, company-wide in the areas of sales, marketing, quality control and product development as well as in customer services and also for field staff. Using the software enables them to access and monitor both current data and customer data at the touch of a button. "This was a revolution for us", reported Ralf Benzler, Head of Sales at Renz. We now have a 360 degree view of our customers, we can detect sales potential much more quickly than before, and can react to our customers' needs rapidly."

Object and customer data in one system

To ensure a tailor-made implementation, the concepts for individual data records and forms were agreed in advance, helping the project team to meet this market-leading company's requirements. Users can view and secure all the information they need on a current build project by looking at an "Object" as Christof Hettich, Manager of CRM/ORM succinctly explains: "We know who the client is, and who



Industry

Manufacturing companies

Objectives/Requirements

- Central, consistent system for all locations
- Flexible, established CRM-solution
- Diverse interfaces and connection possibilities
- Ergonomic and intuitive operation
- Management of the sales process
- Provide support to customer services and improve complaints management
- Marketing and campaign management

Benefits and advantages

- Integrated, interdepartmental operation
- Enormous savings in time and effort, above all with routine tasks
- 360° degree view of customers and build projects
- More transparency and improved competency when dealing with customers
- Quicker overview of sales potential
- Faster response times to customer requests
- Targeted customer and prospect conversations due to more efficient campaign management
- Improved communications with suppliers, traders and other stakeholders
- Clearly structured graphical mapping of project relationships

the architect is. But what about the other parameters? Is the project a new construction or a renovation? Has one of our sales reps already had an appointment there? Or are any other actions necessary? Our employees are supported daily when making important decisions by the CAS genesisWorld software".



An ambitious specification sheet

What proved difficult to manage, file and organize using Microsoft Excel tables before the implementation - is now managed entirely with the help of CAS genesisWorld. "It was clear to us from the start that our comprehensive specification sheet would exclude many solution providers from the race. We needed a flexible solution which was capable of doing a lot, was well established, had good interfaces and which was a joy to use ergonomically", continued Hettich, referring to their requirements. It was soon clear that the only solution which ticked all these boxes was CAS genesisWorld which had both the reputation and flexibility we were looking for. CAS Software AG local partners in Stuttgart, mpl Software GmbH, provided all the necessary project implementation and support, mpl Software has many years of experience as an implementation partner.

Key-User determine the requirements

During the whole implementation project it was important to maintain user-friendliness and work through actual use cases - this was done by making sure that decisions could never be taken alone. Each of the business areas within the company sent their key users to act as representatives on the interdepartmental project team where they could conceive the new processes together. As Benzler explains:



» CAS genesisWorld helps us to keep a close eye on our customers. «

Ralf Benzler, Head of Sales

CAS genesisWorld

Project data

- CAS genesisWorld for more than 100 jobs
- Interface to the ERP system

Customer

- Erwin Renz Metallwarenfabrik GmbH & Co. KG
- www.briefkasten.de
- European market leader in letter box systems
- Founded in 1925
- More than 500 employees across 3 production sites

Project partner

- mpl Software GmbH, Stuttgart
- www.mpl.de

CAS genesisWorld

- Professional customer management
- 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

"We wanted to be clear that the system should not dictate the processes, it is key that our employees do this. Thus, all our operative work processes now enjoy high levels of efficiency. The data in the CRM forms the basis of our strategic decisions."

Advantages that work in practice

CAS genesisWorld has proven itself time and again in providing support for the most varied of daily tasks. More than 125 employees are delighted at the relief and support that it brings them in their daily work, this includes the colleagues in the French subsidiary firm. This is especially the case with respect to managing contact data, the virtual customer dossier, the team calendar, automatic telephony and the Citrix interface. Ralf Benzler confirms that: "Acceptance is great, our employees understand and appreciate the advantages and definitely would not want to be without the support they now have for routine tasks."

Transparency creates new perspectives

The so-called 360 degree view of customers and objects creates more transparency and new perspectives: "Now, we can map and depict graphically the sheer variety and complexity of all the relationships involved in build projects using CAS genesisWorld," explained Benzler, sales expert. "This allows us to keep an eye on everything, which



Comments from other customers:
www.cas-software.com/references

Find out more



Renz is a specialist in customized systems with almost limitless combinations in colors, shapes and surfaces.

makes acquisitions easier for our reps as well as enormously improving communications with our suppliers, traders and all other actors."

CAS genesisWorld grows with your business

Benzler and Hettich see the biggest future advantage as being the solution's flexibility. "CAS genesisWorld grows with us and can adapt to our requirements", concludes Benzler. Hettich advises decision makers who are considering investing in a CRM project to: "Rather start with just 70% or 80% instead of expecting 150%. This way you have all your data and information in your CRM system quicker, and you don't rush your decision. This is the positive experience that we had and above all, nobody feels overwhelmed".

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

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