



# Success story



## CAS genesisWorld

### Sector

Manufacturing companies

### Goals/requirements

- Centralized, uniform system for all sites
- Flexible, well-established CRM solution
- Range of diverse interfaces and integrations
- Ergonomic and intuitive usability
- Managed sales processes
- Support for customer service and improved complaints management
- Marketing and campaign management

### Benefits and advantages

- Holistic, cross-departmental operation
- Enormous improvements in work efficiency, particularly with routine duties
- 360° all-round view of customers and building projects
- Increased transparency and competent approach to customers
- Quick overview of sales opportunities
- Agile and rapid response to customer enquiries
- Targeted approach to customers and prospects through efficient campaign management
- Improved communications with suppliers, traders and other stakeholders
- Clear graphical mapping of project relationships
- A scalable CRM solution

## All you need: in just one box!

A unique fusion of Swabian inventiveness, modern technology and attention to detail – are the hallmarks of a Renz mailbox. Since 2010, our employees have been enjoying the benefits of working with CAS genesisWorld – a special customer relationship management tool.

The Erwin Renz Metallwarenfabrik GmbH & Co KG with its headquarters in Kirchberg/Murr is Europe's market-leading mailbox manufacturer. Production is spread over 3 sites with more than 500 highly-trained employees guaranteeing the highest standards of production and service.

### New sales processes

Renz is well-known for its constant pursuit of innovation and perfection. The introduction of the CRM solution was an opportunity to rethink the sales processes and to organize both object and customer management. Consequently, CAS genesisWorld has been used operationally at a holistic and cross-departmental level with employees from the: sales, marketing, quality, product development and customer services departments all using the software to manage both the customer and object data. "It was a revolution for us", reported Ralf Benzler, Sales manager at Renz. "Adopting such a holistic approach paid off for us. Now, we are always up-to-date and can monitor customer progress and detect sales opportunities much quicker than before and react more quickly to customer enquiries."

### Both object and customer data in one system

Custom data records and masks are designed in advance to ensure efficient operations that are tailored to the needs of the industry leaders. As a result, all the information and data required for a build project can be recorded in the system: "We know who the client is and who the architect is. Is the project a new build or a renovation? Have any appointments with sales staff already taken place on-site? Are any other actions necessary? In a nutshell, Christof Hettick, Manager CRM/ORM described the benefits of the system: "CAS genesisWorld provides our employees with essential data for all those critical daily decisions."

### Ambitious technical specifications result in precisely-tailored applications

Before CAS genesisWorld was rolled-out, many tasks were completed with great difficulty using Microsoft Excel spreadsheets to manage, file and organize various data. Today, these tasks are completed exclusively in, and with the help of, CAS genesisWorld. "It became clear to us from the outset that due to our comprehensive technical specifications, many of the CRM software suppliers would be excluded from the race in advance. Our requirements dictated that we implement a flexible solution, capable of a wide-range of functions, a tried-and-tested solution, both ergonomically impressive and capable of interfacing with other systems", added Christof Hettich, Manager CRM/ORM. In the end, CAS genesisWorld was the only system left with the kind of reputation and flexibility we were looking for. The actual implementation was undertaken by mpl Software GmbH from Stuttgart, a longstanding and experienced implementation partner of CAS Software, they provided us with comprehensive support and advice and were available locally.



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*"Using CAS genesisWorld we can really keep an eye on our customers, as well as detect opportunities much quicker than before and react rapidly to customer enquiries."*



Ralf Benzler, Head of Sales

#### Project data

- Operational since 2010
- CAS genesisWorld Premium Edition
- Marketing pro module
- Report module
- ERP connect module
- Form & Database Designer module
- Citrix integration
- Interfaces with ERP solution BaaN / Infor LN
- Expansion of mobile CRM currently in planning

#### Customer

Erwin Renz Metallwarenfabrik GmbH & Co. KG,  
Kirchberg/Murr, Germany  
www.renz-net.de

- Established in 1925
- The European market-leader in mailbox systems
- More than 500 employees situated on three production sites

#### Project partner

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

#### CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Especially for the needs of SMEs
- Very good price-performance ratio
- Flexible, integrable, extendable
- Established, multiple-award-winning product
- Over 200 CRM specialists provide on-site support
- More than 7,500 businesses work successfully with CAS genesisWorld

#### Interested?

We would be more than happy to provide you with advice and information about CRM.

Call our customer support hotline on +49 0721 9638-188 or e-mail us at [CASgenesisWorld@cas.de](mailto:CASgenesisWorld@cas.de).

We look forward to hearing from you!

## Key users determine the requirements

In order to guarantee user friendliness and play through actual use cases, the project teams made sure that no standalone decisions were taken. In fact, we proactively ensured that the key users from each company area were sent to the interdepartmental project team, so that they could conceive the new processes together. "It is not the system that defines the processes, but our employees. That is why all of our workflows have been optimized in operative areas. The data in our CRM system forms the basis of our strategic decisions", explained Ralf Benzler.

## Practical advantages

On a day-to-day basis, CAS genesisWorld has proved itself in dealing with any number of diverse tasks. More than 125 employees are delighted with the way the system simplifies and supports their daily work: this also applies to our French subsidiary. A number of smart features help to make working easier. In particular, the address maintenance feature, the virtual customer dossier, the team calendar, the automatic telephone add-in and the Citrix integration. Ralf Benzler confirms: "The acceptance is very high, the advantages are now well-known and I don't think anyone would now want to do without the support that the system provides for routine tasks and duties."

## Transparency provides new perspectives

The so-called 360 degree view of customers and objects provides transparency and new perspectives: "We can now also depict the complex web of relationships between all the participants in a construction project graphically using CAS genesisWorld", explained Ralf Benzler Sales Expert. "Consequently, we can keep a close eye on everything that is currently going on, which greatly facilitates sales acquisitions as well as all communications with our suppliers, traders and any other stakeholders."



Renz is a specialist manufacturer of customized mailbox systems with an unlimited number of combinations of colors, shapes and finishes.

## Summary: CAS genesisWorld grows with us

Ralf Benzler and Christof Hettich see the greatest advantage for the future in the flexibility of the solution. Consequently: "CAS genesisWorld grows with us and adapts to our requirements", said Ralf Benzler. We envisage that mobile CRM, as an integral part of CAS genesisWorld, is going to play an ever more important role in future and in conjunction with mpl Software we are already planning the next moves in this direction. According to Christof Hettich: "If I had one tip for CRM project decision-makers, who are about to make a decision on choosing or implementing a CRM system, it would be: to try and start with just a 70 or 80 percent implementation instead of wanting 150 percent right from the start. This way you will be able to incorporate all your key data and information into the CRM system more quickly and you won't feel as though you are rushing. This proved to be a very positive experience for us, above all, because no one feels forced into a corner and overwhelmed", he said.