



### Customer:



Sanofi-aventis Chile  
www.sanofi-aventis.cl  
Employees: 100,000  
in more than 100 countries  
Industry sector: Healthcare

### Customer profile

Sanofi, a global and diversified health-care leader, discovers, develops and distributes therapeutic solutions focused on patients' needs. The sanofi-aventis Group is composed of sanofi-aventis and sanofi pasteur, the leading vaccines supplier in the world. In Chile, the offices of sanofi-aventis are located in Santiago, where more than 200 employees work daily to provide the most effective drugs and reliable, and improve health and quality of life of Chileans.

### Products in use:

- ▶ CAS genesisWorld Premium Edition
- ▶ Helpdesk module
- ▶ Report module
- ▶ Survey module
- ▶ Form & Database Designer module

### Partner:



Dynax CBS Ltda  
Las Condes, Santiago, Chile  
Phone: +56 2 98180-44  
www.cbs.dynax.cl

### Compliance of service level agreements close to 100%

"Thanks to CAS genesisWorld we can see the level of customer service and where any problems may lie. Being able to access the right information quickly, means we can move to a decision with confidence. This builds trust and improves customer relationships."

Gonzalo Larrain, Information Solutions Manager



### Requirements

- ▶ Professional customer support and service management
- ▶ Categorization of customers
- ▶ Management of customer complaints or requests with various priorities
- ▶ Telephony Integration for inbound case registration
- ▶ Management of service contracts
- ▶ Create service orders and invoices
- ▶ Documentation of each ticket
- ▶ Software that is easy to manage and maintain
- ▶ Flexible solutions that grow with company requirements
- ▶ Cost-effective and user-friendly software

### Benefits and Advantages

- ▶ Improved customer relationships depending on the level of customer service
- ▶ Clear and valid inbound channels for requests and inquiries
- ▶ One central database with quick access to extensive customer information
- ▶ A simple and quick way of informing customers of their best and nearest retailer
- ▶ Lowering the rate of complaints and failures
- ▶ Level of compliance of SLA's close to 100%
- ▶ Improved image within the company group and a role-model for future CRM projects

### Solution

With the introduction of CRM in 2011 sanofi-aventis defined and modelled its customer care workflow. CAS genesisWorld was configured, deployed and the users trained according to the results of this process. Since then, the CRM solution has been continuously improved and it is expanding into other departments, locations and even into other companies within the group. On a step-by-step basis, CAS genesisWorld is destined to become our central and sole platform for managing the group's entire customer relationship process in Chile.



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