



Success Story

medavis 

CAS  genesisWorld

xRM and CRM for small and medium-sized enterprises



Living and breathing customer centricity

The market-leader in radiology uses CAS genesisWorld company-wide. When you visit medavis, the healthcare IT providers from Karlsruhe, you can feel the passion that they have for connecting across teams, as market-leaders they use exemplary methods to inspire their customers.

As an owner-run SME, medavis has been in business for more than 20 years, during which it has become the market specialist in innovative, radiological software solutions. More than 700 medical facilities worldwide place their trust in the 120 strong team – these facilities range from radiological practices and practice groups to hospitals. "Thanks to its speed and the well thought out working processes, our radiological information system is among the most innovative solutions worldwide", explains Jörg Dittrich proudly. "It goes without saying that our customers expect and appreciate these very same qualities when dealing with us personally", says Jörg Dittrich, Managing Director, while among colleagues.

New quality with digital communication

Medavis deployed the CAS genesisWorld CRM solution early for their sales team so that they could take their customer relationships to the next level. "It very quickly became clear to us that by using an interdepartmental application we were able to significantly speed up and simplify cooperation throughout the whole company", explains Jörg Dittrich about the early development.

The goal: Company-wide deployment

Today, the CRM/XRM solution, CAS genesisWorld helps the whole company to shape their diverse relationships with customers, partners and also suppliers so that they are transparent and trusting. The solution was rolled-out step-by-step, all the while working closely with the CAS team. Since then, the solution is available at every one of the 100 workstations as well as being available over the App – and



Industry

IT, radiology software

Objectives/Requirements

- Professional customer management
- To deploy across all business units: Sales, purchasing, marketing, product management, customer support, controlling and management.
- Help to create transparent and trusting relationships to a diverse customer base: Partners, suppliers.
- Contribute to making partner management more transparent with respect to international sales.

Benefits and advantages

- Seamless, interdepartmental deployment accelerates and simplifies cooperation throughout the whole company.
- Corporate memory is permanently expanding, consequently this requires joint action, enthusiasm and genuine interest in customer wishes.
- Sales: Ensures that open jobs are visibly more structured.
- Marketing: Provides efficient campaign management from planning to analysis and feedback.

in the form of the Platinum Suite, all the modules that any of the respective business units might need is included – regardless of whether for purchasing, sales, marketing, product management, customer support, controlling or management. Additionally, a team of so-called key users made up of members of staff from each of the respective departments ensures that internal departmental and interdepartmental processes are continually optimized.



» In CAS Software we found the ideal partner, and in CAS genesisWorld the ideal solution to help us with optimization and further development «

Anja Siemß, Controlling

Structured overview in sales

Sales employees use the information from the generated opportunities and other connected systems to generate quotes as early as the consulting phase. "It's great that the solution can display open jobs in a structured manner", explains Katja Schmückert from the National Sales Team. "Consequently, we now have a means of recording all relevant information quickly and transparently which also allows us to save time on handovers". Internationally, the CRM solution also provides valuable support: "Individual account management is now so much easier as we can filter for partners from different countries, this enables us to establish what the respective training and further education requirements are; as well as check what the partner's current certification status is and, what's more, we can do it all at the touch of a button – this just wasn't easy to do before we deployed the CRM system", emphasizes Anne Zerbst who, from an international sales point of view, has come to value the advantages of CRM in terms of increased quality of

Measuring curiosity

In terms of marketing, the CRM/XRM solution demonstrates its strengths regarding campaign management. In the process, the dynamic views play a key role in keeping customers and prospects well informed of their individual areas of interest: "With the help of CRM, we can optimize our whole campaign planning", reports Katrin Lange from the Marketing Department. "The solution supports us before and during a marketing campaign and even during the analysis of feedback. As a result, it's clear to see which marketing actions triggered the most interest in our customers."

CAS genesisWorld

Project data

- CAS genesisWorld Platinum Suite or via App at over 100 workstations
- Integrates with Sage ERP system

Customer

- medavis GmbH, www.medavis.de
- Owner-run SME – market specialist for innovative radiological software solutions
- Founded in 1997
- Over 120 employees

Project partner

- CAS Software AG, www.cas.de/en

CAS genesisWorld

- Professional customer management
- Supports internal processes, 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
- Being used successfully by more than 10,300 companies

Project management support

And in project management, CAS genesisWorld is used to manage individual customer projects. Karl-Heinz Zerbst, Head of project management for customer implementation



projects, states frankly that: "Thanks to digital linking, we have all the relevant and associated documents and jobs together in one project dossier. We use the project tree view the most, this provides us with a visualization of everything to do with the project which of course makes our daily work so much easier."

Rapid customer support is guaranteed

Individual customer support plays a particularly important role at medavis. All customer questions and contacts are managed professionally, internally which means that the flow of information is accelerated and customer communications run optimally via a portal. "On the one hand, the ticket system provides us with a means of standardizing customer requests which we can then forward to the correct person and, on the other; it helps to make the whole process more transparent by allowing us to track the status of each request", says Kathrin Siemß from Support, "Our customers and partners love this

Efficient resource management

CAS genesisWorld is also used in purchasing: Modeling the purchasing and approval processes in the CRM system is not a problem. If, for example, new hardware has to be purchased, then the solution works like a resource management system. Ilka Arnold from operative

purchasing: "It's great that CAS genesisWorld is so easy to use. You have the option of creating a personal cockpit that can display all your relevant projects. Another big plus is the integrated SmartSearch functionality which can find things faster than you can search for them." The advantage for your employees: Detailed information is only ever just a click away.

Live views of open projects

In controlling, lively customer relationship management enables the recording of expenses including time recording for ongoing projects. "With the help of CRM, we succeeded in building a digital, permanently-growing corporate memory in our company which contains all customer and project information available to us centrally. This makes it possible at any time to view customers and partners, carry out dedicated project and product controlling and analyze new development projects in a single step. Despite individual project histories, costs can be validated transparently, better compared and, thus, used for reliable forecasts," explains controller Anja Siemß. All medavis customers profit from this, because costs can be estimated realistically. And what's more, receipts and ERP data can be exchanged anytime at the push of a button – or to be more specific, between CAS genesisWorld and the Sage ERP system.

Conclusion: Unique team work

One thing became clear from the joint session with key users from each team. This company lives and breathes its own products and goals: Namely, to improve the speed and efficiency in patient care, by improving and maintaining the overall speed and simplicity of the communications channels. With the help of CRM, we succeeded in building a digital, permanently-growing corporate memory in our company which contains all customer and project information available to us centrally.



» We were able to markedly strengthen the cooperation on common projects interdepartmentally. This has promoted networked-thinking, common action, enthusiasm and genuine interest in customer wishes. And it is exactly that that our customers appreciate the most about us – and also what we very much appreciate about CAS genesisWorld. «

Jörg Dittrich, Managing Director medavis GmbH



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

Find out more



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