

## Success Story

**T&N**  
IT & COMMUNICATION SOLUTIONS



» CAS genesisWorld supports all of our customer communications. Our sales staff have two viewpoints in one system - an overall view of all sales and a more granular view of each customer interaction. «

Beat Aebischer, Head of Sales

**CAS** genesisWorld

xRM and CRM for small and medium-sized companies



CRM gets you to your target

directly with no diversions

T&N Telekom & Network AG is an owner managed company which was founded in 1996 and which now employs more than 150 employees across 9 locations in Switzerland and Austria. The company specializes in IT & telecommunications services and because of their innovative nature, dedication, quick decision-making and sustainable partnerships also excel at their core business activities.

When implementing the new CRM solution, the objective was to move away from using many different applications, and rather move to integrated processes and a 360 degree view of customers. The existing 19 year-old CRM system was replaced and a number special functions such as mapping IKS processes, support for contract management and the management of Cloud contracts were integrated. This is testimony to the masterful cooperation between T&N and Artwin.

Finding the right kind of customer relationship

It is often the case that people often mistake the purpose of a CRM system, seeing them incorrectly as primary tools for the acquisition of new customers. However, the customer relationship only really starts when it's time to deliver your products or services. This is particularly the case with T&N as telecommunications and IT solutions are key investments, which means that service and maintenance agreements play essential roles in protecting that investment. Transparency is key to T&N and this is something we take seriously in our project business,

Motivation: "Continuous processes"

The old CRM solution was based on MS Access and had reached the end of its usefulness with respect to performance and functionality. As time went on we connected adjacent systems which allowed us to use data in other processes, however, this had one major



Industry

IT and Telecommunications

Objectives/requirements

- Centralized customer management
- Process integration across projects, departments and countries
- Reduction of manual activities to increase efficiency through automation of routine tasks
- 360 degree view of customers using just one tool (Abacus integration)
- Ensure that application can perform well when driven by Citrix

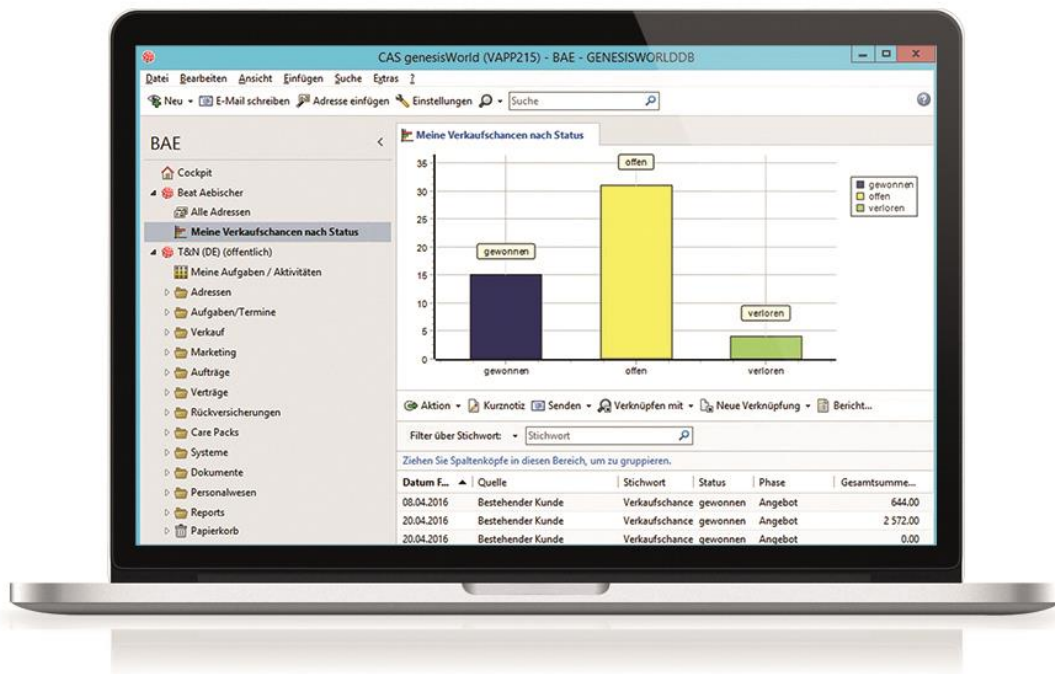
Benefits and advantages

- CRM is not an acquisition instrument, but rather ensures that the highest level of transparency are maintained with respect to customer projects
- Comprehensive view of projects, solutions in use, maintenance cycles and deployments
- First-class customer service thanks to automatic process management (networking of individual phases in the customer process) as well as licenses and support management
- High degree of flexibility and time-saving due to the availability of all relevant data and the effective use of mobile devices
- Zero frictional losses thanks to a clean integration with Abacus financial software

whereby every change of version also required customization of the interfaces to these adjacent systems.

To

ensure that customers are always provided with the best possible levels of support and service throughout all phases of the customer cycle, it is becoming increasingly important that we have a full overview of all our projects, deployed solutions, maintenance agreements and so on, and that we



## Uniting marketing, sales and service

Having access to a comprehensive and continuous 360-degree view of our customers proved to be invaluable. Marketing was able to generate new leads from different channels. We further enrich the leads in our in-house telemarketing where we determine what the customer's exact needs are and then schedule an appointment for our sales advisor. The sales advisor qualifies the prospect, creates an opportunity and makes them an offer, if the offer is accepted then the sale is closed. The fully-automated process then forwards the order to the responsible project manager using the CAS Tool. After the process has been opened in CAS genesisWorld the project implementation phase can begin. Contract management and the service agreement process are only triggered when the system is finally handed-off to the customer. The customer dossier captures all future support activity as well as any communications across all the channels. The great advantage of this is that when a customer makes a support request, the support employee can see all the necessary information they need at a glance. Automatic license and support management enables first-class customer support throughout the whole life-cycle regardless of the issue.



» It only took a few days after going-live for us to see that we had made the right decision. «

Hermann Graf, CEO/Owner

## CAS genesisWorld

### Project data

- CAS genesisWorld Platinum Suite
- Simultaneous roll-out across 9 locations in Switzerland and Austria
- Data migration from different data silos
- Development of new, automated processes
- Change process only takes a few days

### Customer

- T&N Telekom & Netzwerk AG, [www.t-n.ch](http://www.t-n.ch)
- Founded in 1996
- 150 employees

### Project partner

- Artwin AG, [www.artwin.ch](http://www.artwin.ch)

### CAS genesisWorld

- Professional customer management
- Specially designed for the requirements of SMEs
- 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 20,000 companies

## Networking individual phases

Where the CRM solution really shines is the ease with which it can be customized to fit the requirements of different sectors. The majority of CRM systems soon reach their limits, especially when companies find themselves confronted with having to cultivate markets on the one hand, while attempting to develop comprehensive project, maintenance and support management processes on the other, as well as manage base systems while calculating what they have achieved in terms of usage statistics per user - as is often the case with Cloud services. A crucial aspect of the decision was the networking of individual phases of the customer process and ensuring the clean integration of the existing system to the Abacus financial Project challenges

The project duration was set to 12 months, this was deliberately ambitious to prevent any disruption to the ongoing daily business activities. Managing the requirements and wishes of everyone involved and trying to bring these all together across different business areas and locations was enormously exciting and challenging. Project coordination proved to be one of the main tasks by using workshops and as a result of their excellent understanding of process, Artwin knew just how to provide the T&N Teams with the support they needed. It took just 14 days



Comments from other customers:  
[www.cas-crm.com/our-customers](http://www.cas-crm.com/our-customers)

Find out more



The T&N Cafeterias have become regional meeting areas. We installed large monitors in our cafeterias so that employees using them can communicate with their colleagues on other sites, this is a simple and easy catalyst for spontaneous communication.

T&N marketing team to train 150 employees on site in Switzerland and Austria.

## Conclusion

With the integration of individual processes and the resulting improvement in automation, we were able to massively improve efficiency and transparency. At the same time, we were able to improve data access including access to mobile devices which increased flexibility and saved time. Looking to the future, we have already established a solid base into which can integrate more processes and further improvements with respect to the customer


Contact us now for more information on applying CRM in IT and telecommunication companies.

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