



Success Story



**CAS** genesisWorld

xRM and CRM for small and medium-sized companies



# Keeping the focus on your customer

The German media market is one of the biggest in the world. As leading provider of media monitoring and media-response analysis services, the employees of Landau Media AG comb the world's press on a daily basis to track more than 38,000 magazines and newspapers for their portfolio of over 2,000 customers. Landau Media AG informs their customers as soon as a search term pops-up on the radio, on TV and online.

## Three factors of success

Landau Media utilizes three key factors for raising employee awareness of customers' needs and to help highlight subtle differences in customer nuances in individual profiles: professional employee standards, speed and professional customer management using CAS genesisWorld. "As service providers our customers expect that we address their concerns quickly and that our door is always open", said Uwe Mommert. Mommert formed the Board of Directors in 1997 together with Lothar Landau and Michael Busch, since then Landau Media AG has gone on to become an innovative company of some 220 employees situated in Berlin Mitte. "We rely heavily on interdepartmental communications with respect to our customer relationships, CAS genesisWorld helps our employees stay on top of their game enabling them to provide professional customer care", said the Board.

## Rapid roll out

By implementing the new CRM solution, Landau Media AG's objective was to proactively improve internal processes and to design the procedures so that their customers would be delighted. The management team had to think of a creative way to get all their employees behind the new CRM solution. They decided to use a special event and classical music as a vehicle to launch



## Industry

Media/Services

## Objectives/requirements

- Professional customer management
- Enable the modeling and optimization of internal processes
- Manage knowledge across different departments
- Increase customer satisfaction through efficient and professional customer care
- Recognize and exploit customer potential
- Integrate with the ERP system
- Integrate with the document management system
- Creating analyses and views

## Benefits and advantages

- All customer information now stored in a central database
- More efficiency thanks to quicker access to documents, tasks and projects
- Detailed analyses now possible thanks to the Reporting tool and comprehensive filter options
- Intelligent rights system helps to ensure adherence to the data protection guidelines, rapid switchover to new system from day one, with no loss of productivity and optimized work procedures company wide

CAS genesisWorld. "The transition was an immediate success, we were productive right from day one", said Mommert recalling the successful change management phase. Mini-training courses were used in-house to communicate the usefulness of the new solution, news of the benefits spread like a wild fire.



## Linking incredibly useful

Since then, all customer information has been gathered in the CAS genesisWorld database. Whereby, information is bundled together according to a simple principle: Everything which is entered into CAS genesisWorld is automatically linked with a digital customer dossier. Employees access documents, tasks and projects. The advantage is clear, the great mass of information no longer floats around in the heads of the individual employees - now the knowledge is pooled and shared. Take the following graphic example said Mommert: "If a customer calls me by mistake instead of their contact person I simply consult the customer dossier to see who their contact person is and can then connect them without further delay. In addition, if I wish, I can also see what they might be calling about." This feature is not solely available to company directors either, on the contrary, more than 100 employees who are in regular contact with customers and who use CAS genesisWorld have this functionality at their fingertips. An intelligent rights system maintains data protection integrity.



» The transition was an immediate success, we were productive from day one. Satisfaction lies at 99 percent. «

Uwe Mommert, CEO Landau Media

## CAS genesisWorld

### Project data

- CAS genesisWorld used on more than 100 workstations
- Integration with the ERP system

### Customer

- Landau Media AG, Berlin, [www.landaumedia.de](http://www.landaumedia.de)
- Leading provider of media monitoring and media-response analysis services
- Founded in 1997
- Over 220 employees

### Project partner

- itdesign GmbH, Tübingen, [www.itdesign.de](http://www.itdesign.de)

### CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- 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

## Discover sales potential

CAS genesisWorld will soon be further enriched with more information via an interface with the company's own enterprise resource management system. The analytical capabilities of the CRM solution can then be applied to this data to create tables and views at the touch of a button. "The Reporting Tool the detailed filter options and the report templates contribute towards discovering new customer potential", said Mommert. Acquisitions are given a boost by providing support in the form of clustering opportunities which helps the respective employee achieve success. With respect to the analytical capabilities of CAS genesisWorld Mommert said: "Now, from this perspective our customers are no longer anonymous".

## Satisfaction at 99 percent

Employee acceptance, optimized processes and numerous improvements in efficiency have all helped to make the implementation of the new CRM solution a huge success. More: "Changing to CAS genesisWorld has proved to be a quantum leap", said Uwe Mommert (CEO). "Satisfaction is at 99 percent".



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

Find out more



More than 38,000 magazines and newspapers are monitored by Landau Media AG every month.

His advice for "CRM beginners": do not try to do everything at once and do not ask too much of your employees. "It's important to remember that when continually searching for new potential additional functionalities should be added little-by-little", said the board.

Contact us now for more information on applying CRM in Media/Services companies.

Phone: +49 721 9638-188

E-Mail: [CASgenesisWorld@cas.de](mailto:CASgenesisWorld@cas.de)

[www.cas-crm.com](http://www.cas-crm.com)



CAS Software AG  
CAS-Weg 1 - 5  
76131 Karlsruhe

