

Success story



CAS **genesisWorld**

CRM/XRM for small and medium-sized companies



# Paving the way for satisfied customers

As a network operator, DB Energie is not only responsible for the entire network of lines from the transformer stations to the train lines. The corporation is also Germany's fifth-largest energy supplier as well as a service provider. In the service area "Technology", engineers are no longer planning individual solutions exclusively for internal customers of DB, but also for companies from other sectors, for example, as partners in the realization of charging stations or e-mobility centers.

## Customer Centricity – this is how!

"For the growing customer segment in the private sector, it is crucial to bundle know-how and to provide advice from a single source. This is the only way to convince customers today," Marek Baaß, Technical Consultant and CRM-Project Manager explains. The new design aimed at creating a new knowledge structure in which employees collect customer and project information transparently and access it locally. Not an easy task when it comes to bringing together more than 40 locations in this way. But the people in charge started searching and soon found what they were looking for.

## Basis for a shared culture of "We"

"When searching for a versatile all-rounder we came across a new basic software," Marek Baaß says in retrospect. "The standard version of CAS genesisWorld already covers all functions, especially for our order management. The basic software offers a great deal of flexibility at an impressive price-performance ratio in order to meet the corporation's internal requirements with regard to features and interfaces. At the same time, the software promised the fulfillment of



## Industry

Energy, transport and traffic

## Objectives/requirements

- Pooling know-how, gathering customer and project information transparently and accessing it locally
- Improving order management by means of digitalization
- Securing corporate knowledge to enable solid decisions
- Mobile usage and extensible software

## Benefits and advantages

- Basic software already includes all functions (especially order management) in the standard system
- Provides sufficient flexibility to meet internal requirements for functions and interfaces at an attractive price-performance ratio
- Intelligent networking in everyday project and customer management supported by a team-oriented culture of "We"
- Fast quote creation with a single mouse click thanks to the new digital detail depth
- Happy employees thanks to an introductory campaign with manual and video tutorials

important soft factors. "The implementation allows us to intelligently network our daily project and customer management while building a team-oriented culture of "We" for the future," Martin Lemke, Head of the Technical Services Division, emphasizes, explaining the reasons behind the decision.



## Creating an all-round service

The team got to work immediately and quickly managed to meet all requirements. "It is wonderful to see the responsible persons' energy, professionalism and creativity move the project into the right direction," says Olaf Kapulla and Andreas Wiche, the responsible project managers of CAS Software. So not even six months went by from the planning to the implementation in June 2016. The step-by-step approach proved to be the ideal way to make the project a success.

## Implementation according to schedule

The technical implementation including initial data migration from SAP followed the official launch. In order to inspire the colleagues throughout Germany for the new basic software Marek Baaß and his project team created an information campaign to convey the advantages and new processes to all teams and taking them with them from the beginning. The result was an individually designed quick starter guideline with "Rules for a successful start". The DB Energie team also produced video tutorials explaining the functions and procedures step by step. The result: Today, more than 100 of the 220 employees across 42 offices use CAS genesisWorld basic software, regardless of their location.



» Positive energy and the right software are important to move forward and take advantage of existing potentials and discovering new ones. «

Marek Baaß, CRM-Project Manager and Technical Consultant

## CAS genesisWorld

### Project data

- CAS genesisWorld
- Bringing together 42 locations
- Data migration from SAP
- In the planning: Mobile applications

### Customer

- DB Energie GmbH, [www.dbenergie.de](http://www.dbenergie.de)
- Network operators for the entire DB network from transformer stations to train lines
- Germany's fifth largest energy provider

### Project partner

- CAS Software AG, Karlsruhe, [www.cas.de](http://www.cas.de)

### CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed for the requirements of SMEs
- Safe data through mature, multi-stage legal system
- Mobile CRM solutions with CAS SmartDesign for smartphones, tablets and browsers
- Very good price-performance ratio
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- Being used successfully by more than 30,000 companies

## Smart quote generation

In addition to numerous new functions, the existing order book was digitized. "The challenge was to make something good even better" Baaß emphasizes. "The new detail depth means that we can compile quotes with a single mouse click and easily generate them." The key feature: project managers and customers can check the availability of time and resources for individual services included in the quote and check the data using universally valid key figures. This benchmark applies to the entire catalog of services, from moving an electrical line to complete installation of a transformer station. "This way of creating a quote means significant time savings, especially when used with the e-mail function, which ensures that an appropriate distribution list can be immediately written from within the system with the corresponding quote document," Baaß says.

## Bottom line: A solution for the future

Thanks to the virtual customer and project dossier, all quotes in the system are saved and safely archived. "On the



basis of the newly generated quotes, our knowledge base is continually expanding, and resource planning becomes considerably easier and transparent. "With the implementation of the new basic software CAS genesisWorld, the department is now on track for a successful future," says Patricia Schaller, Head of Acquisition for the service area Technology. Further phases of deployment and areas of application are already being implemented, such as the on-site mobile inventory using tablets and the CAS Web App. Baaß concludes: "If we successfully include our employees' wishes in the day-to-day practice, we can inspire the company's employees as well as the customers. All in terms of a customer-oriented culture of "We". And he is certain: "With positive energy and the right software a lot can be done to tap existing potential in project business and to explore new potential."



Comments from other customers:

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

Find out more



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