



Success Story



CAS <sup>globe icon</sup> genesisWorld

CRM/XRM for small and medium-sized enterprises



## Trusting relationships

## with customers

Top quality service through individual customer support. This is the philosophy of Klaus Faber AG. CAS genesisWorld provides the specialist wholesaler with a 360-degree overview of all relevant data – via a cutting-edge and location-independent smart Web Client.

Faber has been a leading distributor of cables and wires for over 72 years. The extensive portfolio of the system provider based in Saarbrücken includes over 20,000 products featuring cables and wires for the energy and data sector. In the area of optical fiber cables, system components are constantly being added to the product range. Mobile power supply is provided by the subsidiary Faber Infrastructure. As part of Klaus Faber AG, Friesland Kabel is yet another specialist supplier active in the field of ship and port cables and wires.



"Specialization is at the heart of our success", explains Bernd Schneider, CIO and authorized signatory. "We always offer a solution that is tailored to the individual needs of our customers." With decades of market experience on their side, the team at Faber knows exactly what buyers are looking for. The foundations upon which this is constructed lie in engaging and trusting relationships with customers and suppliers. "I have been working at Faber for 45 years and there are still customers from back then," Schneider says, in summary.



### Industry

Cable and wire industry

### Objectives/Requirements

- A highly customer-centered organization of all data and processes that always aims to deliver 'one face to the customer'
- Hybrid, seamless way of working
- Flexible, customizable and adaptive solution
- Digitalized, automated process support

### Benefits and advantages

- Customer-focused approach supported by a central, interdepartmental knowledge and organizational structure
- Proactive action triggered by individual, task-specific data preparation with business intelligence and reports at the click of a mouse
- Fully automatic process, for example, for requests via the Faber web shop
- Independent user-specific customization of the CRM solution through individual apps
- Uniformly managed processes for customer contact thanks to the Survey module
- Digital, systematic on-boarding with all relevant information regarding tasks, required mobile devices, familiarization steps
- Agile, company-wide entrepreneurial thinking structured via a Project Board for creative exchange

### Cultivating customer centricity

These close customer relationships are successful because service is a top priority at Faber. The company attaches great importance to efficient workflows and distinctive customer centricity. That's why Faber has been convinced of the

CRM solution CAS genesisWorld since 2012. "We soon realized that the way to stay ahead of our competitors is to know more about our customers," he notes. "I need to know what the person sitting across from me is thinking. Our aim is to always ensure 'one face to the customer'. When you have more than 20 new customers a day, you obviously need a platform that can manage this. Copied notes after customer talks and e-mail communication via distribution lists are neither practical nor sustainable for delivering customer service."

CAS genesisWorld, on the other hand, integrates the full range of data and processes on a central digital platform. At present, 170 employees work with the CRM system and benefit from a 360-degree view of each individual customer. With the Web Client for mobile working, which is now used throughout the company, this is achieved directly via all mobile devices in the office, at home and while traveling.



### Web Client enables flexible working

Flexible working was initially important for field service staff, in particular. In the meantime, the Web Client has proven its worth in all areas of the company. "Employees have really been astounded by the flexibility and convenience of the mobile version," explains Bugra Ayasli, CRM Manager at the company. When using the Web Client, they can operate CAS genesisWorld via every standard browser. The state-of-the-art user interface offers a uniform look and feel on all the devices, based on the intuitive SmartDesign® technology. Users can utilize individual apps to adapt their CRM precisely to their own wants and needs. "In the meantime, it has become standard procedure to shut down the office PC, open the notebook at home and continue working seamlessly. From Sales to

## CAS genesisWorld

### Project data

- CAS genesisWorld Premium
- Modules: Form & Database Designer, Report, Survey, Marketing pro
- Unternehmensverzeichnis.org

### Customer

- Klaus Faber AG, [www.faberkabel.de/](http://www.faberkabel.de/)
- A leading distributor of cables and wires for over 72 years
- The extensive portfolio of the Saarbrücken-based wholesaler includes classic electric wires and cables in various cross-sections – from high voltage cables to optical fiber cables
- Tailored products are manufactured and delivered to meet the specific requirements of customers
- 299 employees

### Project partner

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

### 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 30,000 companies

Purchasing and Management, CAS genesisWorld is the 'lifeline' of the company," explains the CRM Manager and presents an example to illustrate this fact: A customer sends a request via the Faber web shop. This now starts a fully automatic process. The CRM system connected to the web



shop records the entered contact data and compares them to the existing data. The customer has now been created as a prospect. The next step is a credit check and validation of the prospect as a business customer. If everything is in order, the master data are supplemented by information from the merchandise management system, which is connected via an interface. The prospect now becomes a customer in the CRM system – with all the relevant information contained in the digital customer file: from requested requirement to phone numbers and e-mail addresses, from individual contact persons to legal form and value added tax ID, plus much more.

### Communication hub

This provides sales with all the information it needs for an initial business contact. The back office sales staff can immediately create quotes, accept orders or the field staff can arrange an initial appointment and consultation. Further communication, for example between back office and field staff and specialist departments, also takes place entirely in the CRM system. The hub of the system is the Survey module. Everyone involved in the project uses it to enter respective customer data in the structured form. Visit reports and internal tasks, for example questions about the quality and availability of goods, are also processed in this manner. The persons responsible can see what still needs to be clarified by means of a time stamp. "The Survey module is THE communication tool for us," says Bugra Ayasli. Distribution list e-mails or inconsistent documentation are now a thing of the past. The entire process takes place in the CRM system. Field staff utilize it to create their visit reports

before returning to the office. This information is then immediately available to their back office colleagues – supported by specially adapted features such as the integrated business card scanner.



» From Sales to Purchasing and Management, CAS genesisWorld is the 'lifeline' of the company. «

Bugra Ayasli, CRM-Manager

### Networked information - common view

"Everyone has a shared view of the customer, ensuring requests can be received by various employees without any loss of information and be processed on an 'as is' basis," reports Bugra Ayasli. "CRM is the core of our data stock for relationships with our customers, suppliers and business partners. From here, we feed the current data into all other systems." Bernd Schneider underlines the cross-departmental benefit of the CRM solution for engaging relationships with customers: "This all-round view, for example, allows our accounting staff to correctly classify jobs and evaluate the information beyond the relevant figures, data and facts." CAS genesisWorld also shows its credentials in internal processes: The on-boarding of new team members is now a fully paperless process. All the information and tasks are organized using CAS genesisWorld – when is the new colleague arriving? Who is going to take care of them? Which mobile devices and software are required? This information is shared with Faber IT Support employees in a clear and transparent way.

## Project Board for creative exchange

Faber actively and creatively engages with existing opportunities of the CRM solution to also pursue its own ideas. For example, the CRM team has come up with a Project Board in CAS genesisWorld as a central location where groups of cross-departmental employees can pro-actively drive the business forward. "For instance, an employee traveling through a business park might see a construction site sign for a project that could be of interest to us," explains Bernd Schneider. In this case, they photograph the sign and post it to the Project Board." The relevant information is then available to everyone in the team to encourage a further exchange of knowledge.

## Recipe for success: expand gradually

"We are extremely IT savvy and like to experiment," says Schneider, in summary. "In the individual areas, we have best-in-class solutions that suit us perfectly – separate systems for archiving, accounting or billing, connected via specially developed interfaces." Faber integrates these individual applications and processes using CAS genesisWorld. "The flexibility and benefits that come with a specialized CRM solution are unbeatable for us, as are the expertise and advice

provided by CAS experts on an equal basis. The end result is a powerful tool for optimal customer relations that we can actively shape according to our own liking," claims a delighted Schneider. His advice to decision makers who are looking to optimize typical pinch points, such as data quality, contact management and communication, or who are about to introduce or expand a CRM solution: "SUCCESS has six letters: A-C-T-I-O-N," is the experienced IT manager's philosophy to life and CRM. "With CAS genesisWorld, everyone can start with the basics, expand individual functions step by step and customize them down to the very last detail. Always exactly in line with a company's plans and current demands."



» The outstanding flexibility of CAS genesisWorld impressed us from the start. It provides us with a tool to integrate the individual applications and processes the way we want to. «

Bernd Schneider,  
CIO and authorized signatory



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

Find out more



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