

Success Story



Friedrich Karl Schroeder
Die IT-Kompetenz aus Hamburg

CAS ^{globe icon}genesisWorld

CRM + AIA® for small and
medium-sized enterprises



When customers look forward to the next contact

There are companies that simply inspire right from the start. In the case of FKS, it is their friendly employees, who put a smile on customers' faces with their courteous service and customized solutions. As a professional CRM solution, CAS genesisWorld supports the end-to-end customer-centric sales process and individual consulting on an equal basis. As a trading and systems company, Friedrich Karl Schroeder, in the Hanseatic city of Hamburg, stands like no other for tradition and innovation in the areas of information technology and print management - and has done so since 1925. Today, the third-generation family business is in demand primarily as a project and cloud partner for medium-sized companies. A team of around 200 employees and experts is available around the clock to the steadily growing customer base.



» As Hanseatic citizens, we are convinced that active customer orientation and personal consulting are the keys to successful IT projects. «

Christian Schroeder, Managing Partner

Customer orientation: a fundamental value

When it comes to providing consulting services, all our employees play a decisive role - especially in sales. "As contact persons, they are direct points of contact with our customers and consequently know the needs and wishes of the customers best," Christian Schroeder is convinced. However, especially in the case of highly complex IT projects, many other employees from across the company are in demand with their expertise at FKS and are deliberately involved in the consulting process. This makes it all the more important to have a smooth, internal flow of communications that ensures the customer receives all the information they need quickly and professionally at all times.



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Industry

IT

Objectives/Requirements

- Display relationship networks transparently
- CRM should map all FKS test scenarios
- Ensure smooth flow of internal communications
- Make customer dialog even more customer-centric and shorten response times
- Enable a consistent, professional sales process with uniform and transparent structures
- Fill virtual project and customer files with all transactions and correspondence
- Integrate existing IT landscape

Benefits and advantages

- The standard version maps the entire functional spectrum and yet remain fully customized
- Highly efficient sales management with foresight and at the same time with attention to detail thanks to automated processes using sales opportunities and comprehensive digital customer files incl. tickets, ERP data and revenues
- No sales potential is lost. Customers and staff are always kept up-to date on the regular and promotional services

Speed through uniform structures

In order to further reduce response times and make the customer dialog as customer-centric as possible, the team set out to explore new options. The goal: "The optimal solution for an end-to-end sales process that creates a uniform and transparent structure and, despite all the speed, focuses on the quality of advice," emphasizes CRM

project manager Christine Rüller, who is responsible for sales organization and internal projects.

Clear ideas

Thanks to its own experience in the IT sector, FKS had clear ideas right from the start: The company favored a CRM/XRM solution that would make information available to employees centrally, regardless of whether they were key account managers, project managers, or colleagues in the office or from the telesales team.

In contrast to isolated stand-alone solutions, the introduction of a CRM solution was intended to create the possibility of intelligently linking all information, contracts and e-mails in virtual project and customer files so that they are always available at the touch of a button.



» For a company like us, CAS genesisWorld offers exactly the right scope for design. «

Christine Rüller, CRM Project Manager

Flexibility crucial

In competition with eight other manufacturers, CAS genesisWorld won the race - especially because the solution's flexibility and configurability best suited the specific requirements. During the first presentation, it was clear that CAS genesisWorld mastered all the test scenarios, which FKS could throw at it and thus more than met the company's requirements. The decision to invest was quickly followed by implementation. After all, CAS genesisWorld had to be optimally integrated into the existing IT landscape and appropriate interfaces had to be created. "We were able to adopt the entire range of functions from the standard version and still customize everything," explains the CRM project manager in an interview. In this way, the CRM solution could be adapted to the actual use cases down to the last detail - by creating individual data records and creating custom fields.

Going live

The support of the CAS experts proved to be particularly beneficial: "The broad wealth of experience ensured that we had a project that was a real pleasure to work on," reports Christine Rüller in retrospect. The individual adjustments

CAS genesisWorld

Project data

- CAS genesisWorld Platinum Suite
- Interfaces with the ticket system and contract management

Customer

- Friedrich Karl Schroeder GmbH & Co KG, www.fks.de
- Friedrich Karl Schroeder is a trading and systems house based in Hamburg. The company offers solutions in the field of information technology as well as print management and solutions
- Founded in 1925
- 200 employees

Project partner

- CAS Software AG, www.cas-crm.com

CAS genesisWorld

- Benefit from corporate processes and access the latest customer data in one central CRM + AIA® solution
- Professional customer management increases efficiency
- Mobile CRM solutions with CAS SmartDesign for smartphones, tablets and browsers
- 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

and user set-up took place within a few weeks. Live operation started with a basic training session with the power users and subsequent training sessions in the departments.

Focus on sales opportunities

Since then, 80 employees have been using the solution every day to provide customers with optimal advice and make them happy. Since its introduction, the sales

opportunities in CAS genesisWorld have served as the basis for all processes and activities in the entire sales process. Christine Rüller explains how this works in practice: "Regardless of whether a customer calls or a prospective customer contacts us by e-mail - the sales opportunity contains all the information, appointments and documents related to the customer or projects, which means staff can see at any time exactly what has been going on."

Improved supply management

Thanks to integrated document management and the sales opportunities, the presales consultants can optimally contribute their know-how when realizing and configuring projects. The respective offer is directly linked to the sales opportunity. Any changes or additions are actively communicated to opportunity participants via rule and action services. "The status updates ensure that no one misses anything and are automatically kept up to date - this has already proven very useful for our internal communications."

Clear view instead of info puzzle

CAS genesisWorld fosters transparency, among other things, within and between business units. This is particularly appreciated by the employees. "For us,



CAS genesisWorld is an optimal tool that creates a clear view and supports us in advising customers holistically and inspiring them," says Rüller. Instead of individual puzzle pieces, CAS genesisWorld provides the detailed big picture. "Everyone knows what the other person is doing. Everyone shares their knowledge and thus successfully moves the project forward. The integrated reporting module enables all information to be evaluated and opens up new sales potential."

Conclusion: Sales management with vision

It will not come as a surprise to say that FKS's overall impression of CAS genesisWorld has been a thoroughly positive experience: "At the end of the day, using CAS genesisWorld means that we have even more refined information available to us on our most important asset, our satisfied customers," confirms Christine Rüller. "CAS genesisWorld thus stands for highly efficient sales management with vision and, at the same time, attention to detail."



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

Find out more




Contact us now for more information on applying CRM + AIA®.

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