

## Success Story

**Diakonie** 

» The feedback from the employees was surprisingly positive. This is certainly also due to the fact that we have communicated the usefulness to the employees and the DWBO clearly. «

Michael Hübner, Network Administrator DWBO Berlin

**CAS**  **genesisWorld**

xRM and CRM for small and medium-sized enterprises



# A Pioneer for 'Social CRM'

Customer Relationship Management is advancing to become an obligation in the private economy. This is not the case with socioeconomic companies: there, the use of CRM systems is (still) an exception rather than the rule. This is where the Diakonische Werk Berlin-Brandenburg-schlesische Oberlausitz (DWBO) plays a forerunning role. With its pioneering decision to introduce CRM for the management of its members, this top association of freely organised welfare institutions is already showing today how Social CRM will develop in the future.

## Increasing competitive pressure

As a result of the introduction of nursing care insurance and privatisation in the 1990s, competitive pressure increased and consequently the DWBO's financial resources shrank. At the same time, requests from members relating to financing, remuneration and outsourcing became more and more complex. A dilemma: how can the DWBO comprehensively continue to handle the requests coming from its members at all?



## The aim: active and purposeful advice

"Our objective had to lead to an improvement in the internal and external exchange of information, in the working procedures and in transparency", is how Michael Hübner describes the challenge at that time. The provision of active and purposeful advice by the employees with

# Diakonie

## Industry

Non-profit organisations / Social Institutions

## Objectives/Requirements

- Standardised, consolidated address database
- Electronic member file
- Groupware functions such as calendar, tasks and e-mail
- Active and purposeful administration of members
- Web portal for the members
- Exchange of information between the members

## Benefits and advantages

- Reduced effort for updating addresses, members update their addresses themselves
- Complete, fault-free, up-to-date data, avoidance of double work
- Easier administrative procedures, consistent advice for members
- Mutual qualification of the employees
- Incentive for more efficient work
- Documentation of services vis-à-vis the members
- Attraction of resources for the improvement and extension of the range of services

respect to the quality of the "services" for the members had to be optimised along the lines of 'One Face to the Customer'. "In order to bring about this objective in reality, we took the decision for CAS genesisWorld, which aroused unanimous enthusiasm and exceeded our expectations", recalls the Network Administrator. Finally, the specific



requirements were defined and a specification was worked out – as well as an exact project plan and time schedule. "During previous IT projects, we were frequently unable to keep to the schedule", according to Hübner, "but this project ran completely according to plan." Within six months the CAS Partner in Augsburg, implemented the new solution.



» We chose CAS genesisWorld, which has fascinated unanimously and exceeded our expectations. «

Michael Hübner, Network Administrator

### Step-by-step implementation

In order to ensure exemplary implementation according to basic ethical principles, the decision was made to introduce the new system step-by-step. At first, a standardised, consolidated address database was created as the basis. This was followed by the second stage which implemented the groupware functions, such as the joint calendar or the team-oriented administration of tasks. Finally, the roll-out began, starting with the Management Board and those departments with an affinity for IT, then from division to division. In the end, training took place in workshops for all employees who learned for the first time about the already functioning system with fully migrated data. "The feedback from the employees was surprisingly positive. We could take away the employees' fears during the workshops. We showed what they could expect and they recognised the benefits arising from the new program which led to a significant simplification of the administrative procedures."

## CAS genesisWorld

### Project data

- CAS genesisWorld at 120 workplaces
- Implementation within 6 months
- Implementation according to ethical principles
- Step-by-step introduction of the system
- Integration into the web portal

### Customer

- Diakonisches Werk Berlin-Brandenburg-schlesische Oberlausitz (DWBO), Berlin, Germany, [www.diakonie-portal.de](http://www.diakonie-portal.de)
- Top association of freely organised welfare institutions
- Voluntary association of installations and service providers belonging to the Evangelical Church
- 120 employees

### Projectpartner

- gid GmbH, Norderstedt, Germany
- [www.gid-gmbH.de](http://www.gid-gmbH.de)

### CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Established product – winner of several awards
- Being used successfully by more than 20,000 companies



## Electronic member files

Today, the employees work on the basis of the central (address) database, which makes various access rights to the necessary address information available on the field level of each department. As all communication channels are integrated in the CRM solution, all requests from the members flow into the electronic member file regardless of whether by telephone, e-mail, fax or letter. All important information concerning a DWBO member is documented there. At the push of a button, distribution lists are generated and current information is sent to the members by e-mail-Newsletter, form letters, fax, etc.

## 'Social CRM' – a trend for the future

The example of the DWBO shows that – different from the situation in the private economy – socio-economic facilities with CRM are less involved with evaluations and key indicators. The focus is rather on the improvement of communication, working procedures and transparency. By using CRM, the DWBO is setting an important sign for the future as a "market leading" institution of the Evangelical Church, and proves that there is more than just a short-lived trend behind the buzzwords 'Social CRM', but rather a technology which is oriented to the future and which meets the required ethical principles to the best extent possible and supports the employees of a welfare institution in the performance of their daily work.



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

Find out more



Contact us now for more information on applying CRM.

Phone: +49 721 9638-188

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

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



CAS Software AG  
CAS-Weg 1 - 5  
76131 Karlsruhe

