



Customer



EMİN OTOMOTİV İletişim
Org.Paz.San.Tic.Ltd.Şti.
www.eminoto.com.tr
Offices: 30
Employees: 200
Sector: Finance

Profile

EMİN OTOMOTİV enables anyone to buy a car by providing affordable interest-free finance. Trust and solidarity are at the core of the system. Since the company was founded in 1991, it has helped nearly 55,000 families to purchase their own cars and houses.

Products in use

- ▶ CAS genesisWorld
- ▶ teamWorks module

Partner



Teknosim Information Systems
Industrie. Tic. Ltd
34662 Istanbul Altunizade, Turkey
Phone: ++90 216 474 08 01
www.teknosim.com

Professional CRM supports "the easiest way to buy cars"

"CAS genesisWorld enables us to store all relevant information about our customers. And its comprehensive reporting and control features give us the transparency we need to make the right decisions time and time again. Our sales increased in 2008 and 2009 by 20 %, despite the worldwide economic downturn."

A. Safa Ustun, Member of Board



Requirements

- ▶ One central database that can be accessed by all 30 offices
- ▶ A contact management solution for over 250,000 contacts
- ▶ Storage of personal information such as birthdays, number of children and level of income
- ▶ Complete customer history including appointments, events he or she has attended, phone calls, sales opportunities and products he or she is interested in
- ▶ Allocation of each customer to a specific salesperson
- ▶ Calendar and appointment management

Solution

Since 2007, CAS genesisWorld has been assisting all sales personnel with their day-to-day work: it provides them with access to all relevant customer information such as addresses, phone numbers, appointments, and sales opportunities. The various types of reports provide management with a transparent and flexible way to analyze data.

Advantages

- ▶ A central, standard contact management solution used by 200 salespersons in 30 regional offices
- ▶ Documentation of all relevant information about a customer including his or her requirements, needs and financial status
- ▶ Up-to-date knowledge of the customer ensures a strong customer focus
- ▶ Sales force is well informed and highly motivated
- ▶ Generate various reports based on the information in the database
- ▶ A high level of transparency allows managers to measure success and control costs
- ▶ Efficient sales processes save time and money
- ▶ A flexible CRM solution that can be administered and customized to some degree in house by own IT staff



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