



Customer



KVK Teknoloji Ürünleri ve Ticaret AŞ.
www.kvk.com.tr
Employees: 300
Customers: 600,000
Sector: Telecommunications

Profile

"Customer satisfaction first" is KVK's motto, the undisputable leader of the mobile phone market in Turkey. KVK distributes mobile telecommunication and data products for leading global brands including Nokia, Blackberry, HTC. With 3,500 sales offices, KVK has the widest distribution network in Turkey.

Products in use

- ▶ CAS genesisWorld
- ▶ ERP connect module
- ▶ Form & Database Designer module
- ▶ IFS ERP
- ▶ AVAYA Phone System

Partner



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Customer satisfaction first – professional CRM lets us focus on our customers

"CAS genesisWorld has enabled us to improve our services because it gives us instant access to all relevant customer information, ensuring that we are well informed on the phone at all times. Our sales managers can now monitor all phone calls made by our telesales operators and set targets. Thanks to CAS genesisWorld we have increased customer satisfaction and boosted our sales without having to hire more staff."

Ugur Kalyoncu, IT Manager, KVK

Requirements

- ▶ A system for handling 5,000 resellers all over Turkey
- ▶ A central database for 20 telesales agents in 7 different locations
- ▶ Assigning resellers to a specific telesales agent
- ▶ Computer telephony integration and caller ID for incoming calls
- ▶ An integrated system containing all relevant customer information, including ERP data
- ▶ Automatic report generation

Solution

CAS genesisWorld was introduced into the existing environment at the beginning of 2010. Thanks to this solution's open architecture and various standard interfaces, Teknosim was able to integrate IFS ERP and AVAYA Phone System with it in no time at all. CAS genesisWorld makes our telesales staff's day-to-day work that much easier. It provides them with all the customer information they need at all times and has enabled us to improve the service we provide our customers.

Advantages

- ▶ A central, standard contact management solution for all 7 regional telesales offices
- ▶ Comprehensive customer dossiers provide a 360 degree view of the customer
- ▶ Well-informed, motivated telesales staff
- ▶ All telesales agents have access to the customer's information
- ▶ Customer receives the required information immediately and consistently, regardless of the telesales agent
- ▶ Documentation of phone calls
- ▶ Transparent reports for managers (e.g. the number of inbound and outbound calls, call duration, ...)
- ▶ More efficient call-center processes
- ▶ An all-in-one program that provides access to all information and functions without the need to switch to other applications



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