



Success Story

**CONCRETE
LOGISTICS**

CAS genesisWorld

xRM and CRM for small and
Medium-sized companies



Expanding a company successfully with CRM

How do you transform a two-man company into a 45 man strong industrial operation with a turnover of 3 million Euros a year? "With the help of CAS genesisWorld, that's how", said Koye Rhodes of Concrete Logistics from Lagos, Nigeria. To find out just how they did it, read the interview with the company's founder. "Be sure, be Kryton" this is the slogan of the world famous concrete waterproofing product that is used in almost any kind of building work where absolute water-proofing is a priority. "For example, bridges, dams, building foundations or swimming pools. A diverse range of products that ensures that the client's building project does not literally go for a swim", explains Koye Rhodes.

Quality and expert advice

You measure the shelf-life of concrete in decades. On one hand the quality of the building material is key. However, on the other, the expert advice you receive is just as important to ensure you select the most suitable product. "I was delighted with CAS genesisWorld from the onset, because the CRM software focused on our customers and their needs. For example, if a prospect or customer calls us, we can be sure that all the essential information we require is recorded immediately, and that our sales teams will know all about any special customer requirements before they visit customers on site", described Koye Rhodes when talking about the advantages of CRM.

Investing long term

Just as with concrete, there are long term factors that have to be considered when choosing CRM software. Because CRM solutions have to be ready to face the challenges that the future brings, "The flexibility of CAS genesisWorld ensures that the software can grow with your company. Adding new users is child's play and integrations with other

CONCRETE LOGISTICS

Industry

Building and Constructions

Objectives/requirements

- Professional customer management
- Long-term investment
- Flexible, adaptable solution
- Integrations into third-party solutions
- Analytical tools and reports
- Mobile solutions for field staff

Benefits and advantages

- All customer information is stored in one central database
- New employees can easily access data and quickly acquire knowledge about customers and projects
- Detailed analyses enable employees to recognize and unlock customer potential
- The excellent customer service is made public by word-of-mouth marketing – no need for adverts
- Expert advice on the construction site as all relevant information is available through mobile solutions

software solutions are possible at anytime. For a successful, expanding company like Concrete Logistics these are major long term benefits" as Olayinka Oluwasanmi clearly states. The implementation was conducted quickly and seamlessly with the help of the Nigerian partner, "Integrated Software Services Limited".



Victoria Mall Plaza - KPMG Tower, Lagos



First Bank of Nigeria head office, Lagos

Bundling information in one place

Employees from different departments within the company use CAS genesisWorld on a daily basis, and thanks to the digital customer dossier, they can keep an eye on everything: addresses, contact data, appointments, all correspondence documents such as contracts and invoice - and everything in chronological order, available immediately and stored in a central database. "This is an immense advantage for companies such as ours that grow so quickly, because information on customers and projects has to be shared quickly and also made available to new employees."

Analytical options & reports

The integrated CAS "Project", "Sales Pro" and "Report" modules have all proven themselves in daily use. So you can create opportunities and overviews at the touch of a button as well as manage projects optimally.

” CAS genesisWorld helps to make the requirements and wishes of our customers visible each day. “



Koye Rhodes, CEO

CAS genesisWorld

Project data

- CASgenesisWorld Premium Edition
- Module: Project, Report Manager, Sales pro, Form & Database Designer

Customer

- CONCRETE LOGISTICS LTD (NIG)
www.concreteng.com
- Construction specialist company, focus on concrete waterproofing, concrete testing and site de-watering
- Founded in 2009
- 45 Employees

Project partner

- Integrated Software Services Limited,
www.isslng.com

CAS genesisWorld

- Professional customer management
- Supports internal processes and increases efficiency
- Specially designed for the requirements of SMEs
- Very good price-performance ratio
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- Being used successfully by more than 10,300 companies

Intelligent filters support Concrete Logistics employees in their daily work and help them research and piece together information from the whole data stock.

Success factor: Customer Centricity

The right mindset is the key for Koye Rhodes: "We founded the company three years ago with just €100,000 start up capital. Today, we are company with a turnover of 3 million Euros - but the key to our success is our customers who trust our products and advice. Without CAS genesisWorld, this success would not be possible. CRM helps to make the requirements and wishes of our customers visible each day. We are proud of the fact that our reputation for customer centricity and quality has spread by word-of-mouth amongst new customers and prospects - without us having to resort to any commercial campaigns or TV advertisements."



Comments from other customers:
www.cas-crm.com



CMS Grammar School, Bariga (above) and Car park slab and elevated deck, Victoria Island, Lagos



Find out more



CAS CRM
A SmartCompany of CAS Software AG

Contact us now for more information on applying CRM in the automotive industry.

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