

Success Story

mariner 



CAS  **genesisWorld**

XRM and CRM for small and
medium-sized enterprises



Enormously adaptable to specific requirements

Swiss-based company Mariner 3S AG develops and manufactures cleaning robots and is a leader in the field of professional pool floor cleaning. Boasting an over 80% share of the German market, Michael Schmidt, Managing Director of the Gießen subsidiary, was not only interested in optimizing marketing effectiveness when choosing the CRM system CAS genesisWorld from CAS Software AG. It was more about this software making service and sales processes more efficient and transparent, thereby putting the company's organization on a completely new footing.

Previous address system lacked flexibility

The previous address management system lacked the required flexibility at some point, as it failed to allow the service and sales processes to be mapped like in a reporting system. As Michael Schmidt explains using a basic example: "Before introducing CAS genesisWorld, we used to work with fax machines, with stacks of paper all over the place. Let's say a customer informed us of a defect. The Service department forwarded the error description to the Administration department, which then recorded the order in the ERP system. From there it was sent to the fitter and, if necessary, a courier was hired, who in turn also needed special information. Seeing as there was no central access point, any queries were error-prone and extremely time-consuming."

Automated processes, no paperwork

If, for example, the serial number of the defective device was missing, the "note" marked with a question mark was returned to the Administration department, where it initially made itself comfortable in a stack of similar notes. With CAS genesisWorld, the aforesaid "note" has been replaced by a



Industry
Manufacturing company

Objectives/Requirements

- Ensuring central access to all data
- Making business processes more efficient and transparent
- Removing error-prone paperwork
- Designing service and sales processes like in a reporting system

Benefits and advantages

- Highly adaptable CRM software with precise process mapping
- Interdepartmental work sequences are networked and regulated by precise work flows
- No more mountains of files and paperwork
- Clearly measurable time savings through short coordination paths thanks to data exchange
- Management has the necessary overview of all processes, including escalation warnings
- Mobility applications simplify field service reporting and collaboration with office staff

workflow in which the respective service order is given a status by the relevant departments according to its processing phase. As soon as the query has been defined, the order disappears from the job list of the Service department and immediately reappears as a bar in the Administration department.



After answering the query, the order automatically reappears in the Service department, but now with a new status. And since this is an automated process, the requests need to be processed immediately, "otherwise the bars start to get on my nerves," says Schmidt with a smile. "As the Managing Director, I now always have the necessary overview of such processes. Pop-up windows immediately inform me if something is happening somewhere or is about to escalate. However, this hardly ever happens, as nobody has to leave their actual workplace to deal with any requests. All work sequences are now networked as a workflow – that's pretty phenomenal."

Enormously adaptable

During implementation, the certified CAS partner mapped the processes in the system exactly as we need them. In this case, the software proved to be "enormously adaptable". For example, the dashboards could be subsequently adapted to the specific requirements of the respective departments.



» All work sequences are, thanks to CAS genesisWorld, connected as a workflow – that's pretty phenomenal! I now always have the necessary overview of all the processes. «

Michael Gross, Managing Director Gross GmbH

CAS genesisWorld

Project data

- CAS genesisWorld Platinum
- Modul Report, Form & Database Designer

Customer

- Mariner 3S AG, Remigen, Switzerland, www.mariner-3s.com
- Development and manufacture of cleaning robots for swimming pools.
- Founded 1945, 70 employees

Project partner

- [crm consults GmbH, www.crm-consults.de](http://crm-consults.de)

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed for the requirements of SMEs
- Mobile CRM solutions with CAS SmartDesign for smartphones, tablets and browsers
- Very good price-performance ratio
- 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

"Everyone only sees what is actually relevant for their own work. We were pleasantly surprised that the introduction of CAS genesisWorld acquired a real momentum of its own, which retrospectively has also had a positive impact on our internal business processes."

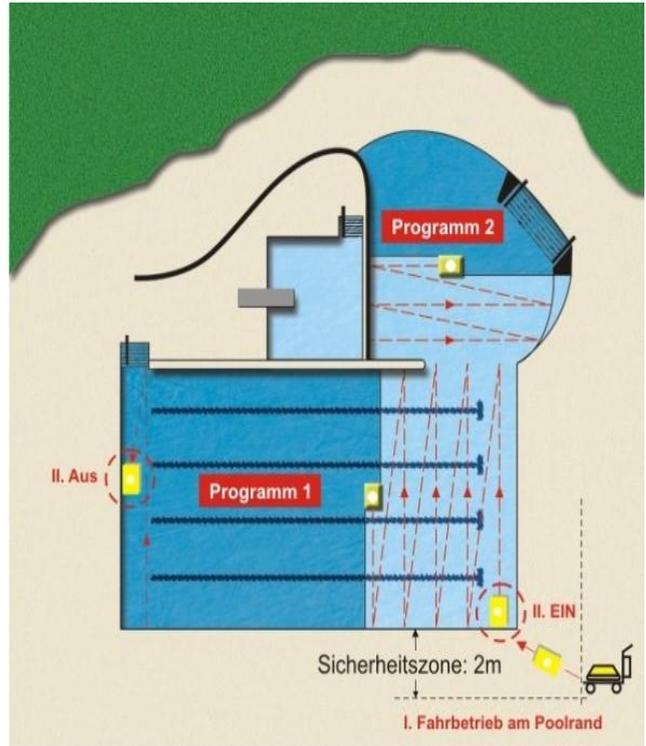
Mobility: Field service staff have all the data

According to Schmidt, only 60 to 70% of the possibilities of CAS genesisWorld are currently used. Once the communication technology has been converted to Apple, the field service staff will be integrated into the processes and information flow through mobility applications. "If this is as successful, as we expect it to be, then our field service staff will no longer have to enter their reports into the system retrospectively but will instead be able to upload them directly from the customer's site."



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

Find out more



„The future cannot be shaped with yesterday's methods. At 3S, this realization is applied not only to product development and maintenance but also to all processes throughout the company.“

Contact us now for more information on applying CRM.

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