



### Customer:



De Bruycker nv  
www.debruycker.be  
Employees: 50  
Industry sector: Trade/Services

### Customer profile

De Bruycker nv was founded in 1961. The company has become a paragon in the world of machines for civil engineering. The head office is located in Oostende. De Bruycker is a technical commercial enterprise specialized in selling, renting and servicing machines and equipment for the construction, earth and road works and the handling of goods.

### Products in use:

- ▶ CAS genesisWorld Premium
- ▶ Report Manager module
- ▶ Form & Database Designer module

### Partner:



Infomat Antwerp - Belgium  
Phone: +32 3 820 60 00  
Infomat Arnhem - Netherlands  
Phone: +31 26 376 34 81  
www.infomat.eu

## Thanks to CRM: sales and service improved enormously

"As a commercial enterprise, the company is focused on adding value to the chain between the manufacturer and the customer, through a continuous development and investment in people, infrastructure and equipment. In order to expand our customer service, we've chosen to integrate CAS genesisWorld and we've only had positive feedback from customers and employees."

Dirk De Bruycker, General Manager

### Requirements

- ▶ A central system that keeps track (chronologically) of all communication with customers
- ▶ Standard Workflows for follow up of sales opportunities & activities
- ▶ Correct information about sales potential at the customer's site
- ▶ Expanded market analysis & campaigns
- ▶ Perfect service: keeping track of who bought what and when the warranty or lease contract expires

### Benefits and Advantages

- ▶ Motivated employees thanks to the easy way the system works
- ▶ Everything in view with the customer dossier
- ▶ More efficient follow up of sales project
- ▶ Mobile access at all time, regardless location, on/off line, smartphone or tablet
- ▶ Link with Microsoft Outlook®, so that e-mails are automatically saved in CAS genesisWorld
- ▶ Information about the machinery (maintenance, expiration date, etc.): easy to find and adapt
- ▶ Service and complaints are being treated faster

### Solution

CAS genesisWorld is integrated with ERP and Microsoft Outlook®. The sales team always has up-to-date information about each customer: e.g. when a machine is getting old, and will need to be replaced soon, or when a machine needs maintenance. Management can follow the complete sales cycle "as we speak" thanks to the interactive charts.



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