



# Success story



## CAS genesisWorld

### Industry

Food

### Objectives/requirements

- Centralized solution for managing all business and customer contacts
- Access for all employees to correspondence and phone calls
- A tool for managing sales processes
- Save company knowledge and make it accessible across the company
- Provide support for working internationally, for example, address formats
- Provide mobile working features for the sales team
- Support data analysis of pooled data

### Benefits and advantages

- Closer to customers, and more in-touch with end consumer needs
- All departments involved in maintaining customer relations
- Mobile access to all relevant information
- Sales team can view existing order while visiting customers on-site
- Advertising materials can be ordered at the touch of a button
- One of the first companies in the industry to use tablet PCs in sales
- Smart sales solution that also impresses customers
- Planning customer tours efficiently
- Simple processing of travel expenses, saving around 25 percent of work time
- Generates reports directly from the database, for example, market analyses

## Unmistakeable high-flyers

Who doesn't know Austria's refreshing, cult soft drink - Almdudler's fan base is growing all the time. To expand internationally, Almdudler has opted for a more customer-centric and efficient approach to sales management.

Almdudler's facebook presence is a shining example of thriving customer loyalty, which enjoys a massive following of more than 220,000 fans. The company's facebook pages are an integral part of the business sales strategy. And since the introduction of CAS genesisWorld, Almdudler Limonade, A. & S. Klein GmbH & Co KG now only has one solution, which the employees can use to professionally manage all their business contacts, including those in the restaurant trade.

"As a family business, with around 50 employees in our head office in Vienna, our focus is on continually improving our relationships with our business partners - CAS genesisWorld models our processes optimally", explains Sabine Steindl, Project Manager of Finance.

### Company knowledge stored centrally

Before CRM was implemented, we only had a vague overview of all of our customer relationships and business contacts. Important information was only known to our experienced sales team. Our main objective driving the CRM implementation was the desire to get closer to our customers, and to the wishes of our end consumers. Right from the outset, our aim was to ensure that all of Almdudler's customer relations were managed interdepartmentally, using a centralized, database-oriented solution. "It doesn't matter whether you are working with phone calls, e-mails, letters or appointments - the software has to make all of this correspondence available to the employees", remarked Sabine Steindl. And this is where CAS genesisWorld comes into play.

### Quick implementation

Saldo EDV-Beratung, the Austrian CAS Partner from St. Pölten, gave us a presentation on the potential of CAS genesisWorld, thus paving the way to a rapid implementation. The Almdudler management team were backing the implementation project 100 percent. And because of the clearly-structured approach, we were able to bring the going live data forward by two months.

### iPads and ski lodges

The user-friendliness of the software is a delight for the area managers, whether they are visiting customers in a ski lodge, or in a summery beer garden, they have all the information they need, right at their fingertips on their iPads. Customers' order histories can be viewed in the virtual customer dossier directly.



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*"With the help of CAS genesisWorld, we can communicate the Almdudler life-style more authentically, and expand our business across our national borders."*



Sabine Steindl, Project Manager, Finance

#### Project data

- CAS genesisWorld Premium Edition
- In use since 2013
- Modules: Report, Manager, Survey, Form & Database Designer, ERP connect
- Because of the very structured approach, the going live date was brought forward by 2 months
- Mobile data on the iPad
- VPN and terminal server in Home Office

#### Customer

A. & S. Klein GmbH & Co KG, Vienna  
www.almdudler.com

- Established: 1957
- More than 48 employees working at our headquarters
- Almdudler is an Austrian lemonade with herbal extracts
- Excellent brand recognition: 99 percent of all Austrians recognize the herbal lemonade (Source: a Focus representative study 2010)

#### Project partner

SALDO EDV-Beratung GmbH, St. Pölten, AT  
www.saldo.at

#### CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed for the requirements of SMEs
- 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 7,500 companies

#### Interested?

Call us for advice on using CRM in the food industry.

You can reach our customer hotline on +49 721 9638-188 or by e-mail at CASgenesisWorld@cas.de.

We are looking forward to hearing from you!

## Service that impresses business partners

"With the CAS genesisWorld app, colleagues can now confirm new orders while visiting customers on-site directly, and take notes of any agreements. Customer wishes are forwarded immediately to head office at the touch of a button where they can be further processed. Our business partners are always impressed with this courteous service", as Steindl well knows from practical experience. This also applies to the "Brand Messengers" who are active in Germany and whose orders are forwarded to local sales partners for further processing and delivery. "In our market, we are one of the first and most modern companies to use tablet PCs for sales."

## Planning customer visits is child's play



Using CAS genesisWorld, our employees can easily schedule their customer visits including how often they want to visit a customer. The CRM solution enables the flexible preparation and follow-up of customer appointments. Once a day of customer visits is over, sales service staff can access CAS genesisWorld via their laptops using VPN and a terminal server. Our sales support colleagues are of course delighted that they can access the very latest customer information at the touch of a button. Providing efficient support to their colleagues in sales service becomes much easier. And in terms of strategy, CAS genesisWorld allows us to evaluate our data, thus providing knowledge for further analysis and market development.

## Simple processing of travel costs



Before CAS genesisWorld was introduced, staying on top of travel costs proved to be a real headache that generated a lot of overtime. "Varying tax rates, depending on the country, differing legal regulations and guidelines - without the help of a professional tool it can all get very complicated, very quickly", remembers Sabine Steindl. "Today, we can calculate all our travel costs in CAS genesisWorld which makes the whole process much easier and improves transparency. Other companies envy us because of this." In total, CAS genesisWorld saves us around 25 percent of our working time, so that's almost a quarter of the time it used to take everyone before we implemented CRM, now we can use the time for more important matters like taking care of our customers.

## CRM accelerates expansion



With the help of CRM, Almdudler has become the industry trailblazer. Mobile use of CRM in this form is rare among our competitors, especially in sales service. Our customer relationships have markedly improved and intensified, because all of our conversations and agreements are documented in detail. We have also managed to significantly improve order times for advertising material, which are now 25 percent faster than before.

Steindl is full of praise: "The CAS Partner Saldo EDV-Beratung managed to convert all of our requirements into one simple, reliable solution, which we love to use", explained the delighted Project Manager. "With the help of CAS genesisWorld, we can now convey the Almdudler life style more authentically, and accelerate our expansion across our national borders."