



### Customer



F.A. Stichweh GmbH & Co. KG  
www.stichweh.com  
Number of employees: 50  
Franchise operations: 80  
Industry: Services, textile care

### Customer profile

Since F.A. Stichweh was founded in 1853, it has undergone a transformation from a dye works to a professional textile care company. The company now includes a franchise system which has added 80 store operations to the business in North Germany. At the national level a CleanCard system was implemented as a customer loyalty tool using textile care companies as licensed partners. And in cooperation with Henkel, the Persil service is being marketed as a mobile textile care service.

### Products

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

### Partner



SANDER CRM Software  
49419 Wagenfeld  
Phone: +49 5444 98049-0  
www.sander-crm.de

## CRM software supports us and reduces our workload

"I like the fact that my employees all find CAS genesisWorld easy to use and yet, it is also flexible enough to accommodate special requirements. So my employees can concentrate on the business and not have to worry about the application. The overview I get is important, as it allows me to recognize potential quickly."



Hans-Jürgen Heyduk, Managing Director

### Requirements

- ▶ Specific turnover goals must be reached within a defined time period
- ▶ Management of franchise operations and their inventories
- ▶ Clearer representation of acquired prospects
- ▶ Subdivision of the sales areas according to field staff
- ▶ The solution has to be customizable to fit individual requirements
- ▶ For better controllability, users should also be able to publish entered data as graphical reports

### Solution

The company's concrete objectives required a CRM solution that would meet its strict conditions and which could still be expanded to fulfil future requirements. And as CAS genesisWorld is implemented in phases, we were able to check whether our goals had been reached at each stage of the process and, if necessary, rethink. A number of customizations in the data record windows helped to support the input and maintenance of data.

### Benefits and advantages

- ▶ Prospects can be subdivided according to phase/status for more effective contacts
- ▶ Paper data records can now be reproduced directly in the software
- ▶ The workload for field staff has been reduced by using simple, clear views
- ▶ Franchises have access to professional data and inventory management
- ▶ Genuine time savings when entering, maintaining and searching data records
- ▶ Dynamic list views and reports help in managing the sales processes



## CAS CRM

A SmartCompany of CAS Software AG

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