



Founded in 1976, today DPD handles more than 1.4 million packages as one of the leading package shipping services in Europe.

CAS genesisWorld

At a glance

Industry sector: Logistics / Transport

Goals / requirements

- ▶ Uniform corporate-wide CRM solution
- ▶ Universal solution with central database for our 60 depots
- ▶ Opportunity Management
- ▶ Support of depots through central sales department
- ▶ Complete customer dossier with access available to anyone at any time
- ▶ Intuitive to operate
- ▶ Multilingual user interface
- ▶ Connecting SAP enterprise resource planning and financial accounting
- ▶ Excellent price / performance ratio

Benefits and advantages

- ▶ Standardisation of all important processes in Marketing, Sales and Customer Service
- ▶ Marketing campaigns differentiated by filter functions
- ▶ Better approach to customers and uniform appearance
- ▶ Complete customer dossier with all relevant data
- ▶ Detailed customer information
- ▶ Transparency regarding shipping services used now and needed in the future
- ▶ Strengths / weaknesses analysis
- ▶ Faster response to requests

Success story



Knowing what the customer wants – European-wide customer management with DPD

The customer database of Deutscher Paketdienst (DPD – “German Package Service”) includes 400,000 addresses. CAS genesisWorld provides the logistics company with uniform customer management used by 250 employees in 60 depots. The system is currently being expanded to cover all of Europe.

Restructuring required a comprehensive CRM strategy

Founded in 1976 as an alternative to traditional mail services, DPD, Deutscher Paketdienst GmbH & Co. KG is today one of the leading package services in Europe. With headquarters in Aschaffenburg, the company handles over 1.4 million packages a day through one of the largest integrated transport networks in the world’s most important financial centres. The company’s customer structure is very diverse. It extends from attorney’s offices with 10 packages a month to large companies with 25,000 packages daily. The requirements for future customer relation management were correspondingly high.

There was no uniform solution for this in the DPD Group: Individual depots used various systems based on Microsoft Access, some developed internally. In some cases, older CRM programs were used or employees were still working with traditional tools such as file folders and slip boxes. Because of these disparate solutions, no central evaluation of customer data and sales activities was possible. The goal was therefore to combine all customer information together in one system.

Fast access via terminal server

Based on the good experience the DPD depot in Hagen had had with CAS genesisWorld since 2002, the decision was made to introduce the CAS Software CRM solution throughout Europe. “We also considered CRM systems of other manufacturers on our short list” explains Peter Störring, Project Director of Sales Information Systems at DPD. “But they were too complex and not right for our purposes. On the other hand, we were impressed by how intuitive CAS genesisWorld was to operate and the price to performance ratio was excellent.” The CRM system is now used in Marketing, Sales, and Customer Service. Several IT departments in the depots are also working with the solution.

Currently 60 depots are connected as well as the franchise regions of Netherlands, Belgium and Luxembourg, with a total of 250 workstations. Branch offices have access to the central database in Aschaffenburg through terminal servers. Existing address and sales information was also imported out of the various old systems and transferred to the new data structure. The introduction time for each region was about two months.

Expansion planned throughout Europe

The package service administers about 400,000 addresses and 280,000 documents with the solution, corresponding to a data volume of over 25 gigabytes, with the trend still rising. CAS genesisWorld is to become the uniform, company-wide CRM system. There are also plans to introduce the solution in Switzerland. The next region on Project Director Störring’s agenda is the Czech Republic.



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Peter Störing, DPD Project Director

Project data

- ▶ In use since 2002
- ▶ 250 users in 60 depots
- ▶ Access via terminal server
- ▶ Only 2 months introduction time for each region
- ▶ Data volume of over 25 gigabytes
- ▶ Transferring existing address and sales information from old systems
- ▶ Used in German, English, French, and Italian

Customer

DPD Deutscher Paketdienst GmbH & Co. KG,
Aschaffenburg, Germany
www.dpd.net

- ▶ Founded in 1976
- ▶ Active worldwide
- ▶ More than 500 depots in over 30 countries
- ▶ Fast and reliable shipping to over 220 countries
- ▶ Over 1.4 million packages handled daily
- ▶ First class solutions for merchandise distribution

Project partner

CAS Software AG, Karlsruhe, Germany
www.cas.de

CAS genesisWorld

- ▶ Professional customer management
- ▶ Supports internal processes, increases efficiency
- ▶ Specially designed to meet the needs of SMEs
- ▶ Excellent price / performance ratio
- ▶ Flexible, integratable, extendable
- ▶ Established product, winner of several awards
- ▶ Over 110 CRM specialists provide on-site support

The user interface is multilingual, allowing the user to select a language while logging on. Currently German, English, French, and Italian are available. Others will be available soon, especially eastern European languages, as well as multilingual input assistances.

Uniform appearance

CAS genesisWorld has made it possible to standardise all important processes in Marketing, Sales, and Customer Service, as well as sending quotes by form letter and mass mail. “Saving customer data such as company size, turnover, services posted, number of packages sent monthly, countries of destination, and sales regions makes it possible to generate specific address groups quickly for mailings using filter functions,” explains Störing. The depots are supported by the central Sales Department. The Sales Department makes preformulated letters and advertising material available for external access via terminal server. “Because of the isolated solutions in place earlier, there was no way to achieve a uniform appearance or image,” says Störing. “Introducing CRM has allowed us to approach customers from a whole new basis.”

Complete customer history for Sales

Sales employees who would like to get an overview of the current status of a customer can find all relevant information in the customer address, for example quotes, price lists, caller logs, visit reports, orders, special terms and notes on shipment processing (pick-up agreements, use of label scanners). The caller log is a very practical tool for daily customer contact,” emphasises Störing.



With more than 500 individual depots in over 30 countries, DPD offers a complete first class range of services for all aspects of reliable shipping to more than 220 countries worldwide

Product development based on customer requirements

The “Sales opportunity,” the tool for opportunity management, is also frequently used, not only in Sales, but also by Product Development. All services and service quotes provided by DPD have been recorded as opportunities and assigned by customer. This

customer would like to use in the future, which products the competitor offers, and which areas would be good for additional development of DPD products. Marketing employees also prepare strengths/weaknesses analyses with the system. They evaluate business leaving and coming as well as customer wishes to develop new customers and solidify existing customer relationships.

High data quality

“Today we have significantly more detailed customer information available,” says Störing by way of summary. “That allows us to respond more quickly to customers’ requests and needs. We now want to make this default available to our franchise partners in other European countries as well.” He advises companies wishing to invest in CRM to introduce individual areas of information and functions incrementally. In addition to integrating additional depots and regions, SAP enterprise resource planning and financial accounting will also be connected to CAS genesisWorld.