



The Gumitra tyre warehouse includes tyres of all sizes

CAS **genesisWorld**

At a glance

Industry sector: Commerce

Goals / requirements

- ▶ Professional address management
- ▶ Sophisticated search functions with wide ranging selection criteria
- ▶ Comprehensive campaign management
- ▶ Mailings in different languages
- ▶ Flexible system that takes the dynamics of business into account
- ▶ Laptop replication
- ▶ Mobile access to the system

Benefits and advantages

- ▶ Efficient customer advice
- ▶ Significant increase in address quality
- ▶ Fast and selective customer approach
- ▶ Individual quotes and customised newsletters
- ▶ Customer dossiers create transparency for all employees
- ▶ Increased response rate through better campaign management
- ▶ Faster business processes and enormous easing of workload
- ▶ Better basis of information for new customer-specific quotes

Success story



Customer relations from Australia to Zaire

A good grip, outstanding performance, and ability to handle high stress levels are the basic principles for success: Gumitra Tyres UAB from Vilnius in Lithuania is a tyre wholesaler active worldwide in tyres of all sizes – for forklifts, low loaders, regular trucks, and gigantic dump trucks that can carry loads of over 300 tonnes. With customers from Europe, North and South America, Australia, Africa, and Asia, the Baltic company generates an annual turnover of around 50 million Euro. As a retailer, Gumitra has so far been active in East European countries. Today it provides information and service for its customers faster and more selectively than ever before with support from CAS genesisWorld.

Gumitra uses a wide range of business processes: The company receives requests for specific tyres which must be answered quickly on a daily basis. Customers also receive a customised newsletter and offers for special target groups are sent out regularly. Gumitra wanted to design its complex processes more efficiently to become even more successful in the market.

Starting conditions

Gumitra employees had to search meticulously for the right product data, prices, and customer information for each quote and every campaign. Who would be interested in the newsletter with winter truck tyres? Which leads should receive the offer for dump truck tyres? How much of a discount has been agreed to in advance with which customers? Every campaign was associated with tedious searching and subject to numerous sources of errors.

Growth made it essential for Gumitra to be able to place offers with potential customers faster and more selectively. The database with addresses of customer and leads alone required professional management. Worldwide acquisition of new customers also required fine selection of address data and linking with other data. The software available in the company, one of the leading ERP systems worldwide, was no longer able to meet these requirements.

Getting a handle on worldwide customer relations

After Gumitra had scanned the market for CRM software, the choice quickly became CAS genesisWorld. “The software is powerful and offers the most efficiency for our customer support,” says Elena Jakutiene, Gumitra Executive Officer. “And the flexibility of CAS genesisWorld makes it ideal for us, since we work in very dynamic business areas. The sales unit is now stronger than ever before and our international growth is optimally supported.”

Up and running in just a few days

The CAS genesisWorld CRM system was introduced in just five days in February 2006. CAS Partner BREOS Software GmbH provided support for the Lithuanian company in optimising structures to enable specific approaches to customers. Workshops were held in Vilnius where requirements were formulated and workflows developed. Implementation followed immediately. If short-term questions came up, Gumitra and BREOS communicated using new media such as e-mail, VoIP and remote services: Distances were irrelevant, illustrating that Europe is truly becoming a whole.





“We can recommend CAS genesisWorld to any company in any country that wants to use Customer Relationship Management to help it achieve success.”

Elena Jakutiene and Audrius Jakutis, Gumitra Executive Officers

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Project data

- ▶ In use since February 2006
- ▶ CAS genesisWorld introduced within 5 days
- ▶ Language version: English
- ▶ Project support via e-mail, VoIP and remote services
- ▶ Laptop replication

Customer

Gumitra Tyres UAB, Vilnius, Lithuania
www.gumitra.com

- ▶ annual turnover of around 50 million Euro
- ▶ Wholesaler active worldwide in tyres of all sizes
- ▶ Retailer for East European countries

Implementing partner

BREOS Software GmbH, Fellbach, Germany
www.breos.com

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 requirements included laptop replication, which is running flawlessly today. Wide ranging selection criteria, including relations of customers among themselves, and relations with other suppliers now make it possible to create finely tuned distribution lists quickly. CAS genesisWorld represents international markets, while dossiers with complete customer histories provide transparency for all employees.

“Gumitra represents all the countries in the world with CAS genesisWorld,” notes Stephan Breideneich, managing director of BREOS Software GmbH. Gumitra processes complete campaign management through CAS genesisWorld. Specific campaign quotes address numerous small, filtered target groups, thus increasing the response rate. Follow-up orders and long-term customers are also increasing with customised newsletters.



Gumitra delivers tyres everywhere in the world, generating an annual turnover of around 50 million Euro for the company.

The company uses English as the default language, but the Lithuanian company can also send its mailings in Spanish, Russian, German, and other languages on request.

CRM users are enthusiastic

Employees are enthusiastic about the user-friendly CRM system: Everything goes faster with CAS genesisWorld, the quality of address data has increased significantly, and customers can feel the difference. “Now, thanks to CAS genesisWorld, we can respond very dynamically, we’re much more flexible, and our business processes run much faster,” explains Audrius Jakutis, Gumitra Managing Director. “We have all the information needed to create new quotes on hand immediately.” Customer dossiers with a complete history make work enormously easier, since we can respond to requests much faster with queries in the customer dossiers. Employees can see at a glance which individual needs the customer has.

Gumitra and BREOS are continuing to develop the CRM system. In the near future, for example, mobile access will be possible via CAS genesisWorld Web access, Mobile access and Mobile sync. “Mobile work is very important for us,” explains Jakutis. “And CAS genesisWorld offers the best opportunities for developing it. I can recommend CAS genesisWorld to any company in any country that wants to use Customer Relationship Management to help it achieve success.”