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CAS genesisWorld

At a glance

Industry Sector: Power/Utilities

Objectives/Requirements

- ▶ Cross-location information network
- ▶ Central data filing as the basis for optimum customer care
- ▶ Meet customers' needs better
- ▶ Make all business-relevant data available at the press of a button
- ▶ Data synchronisation with a power trading system
- ▶ Smooth involvement of the field staff
- ▶ Approach customers and leads through various channels (telephone, fax, e-mail, letter)

Benefits and Advantages

- ▶ Information can be called up and changed centrally from every workplace
- ▶ Detailed customer information and projects are available in the electronic file
- ▶ By using the telephony connection, customer calls can be started directly from the system
- ▶ Key account managers always have the current customer data available through regular synchronisation with the head office
- ▶ Analytical CRM facilitates fast creation of lists and offers
- ▶ All in all, an efficient working method and thereby optimised customer service
- ▶ High level of acceptance with the employees
- ▶ Efficient working method
- ▶ Close contact with customers

Success story



Attention – High Voltage!

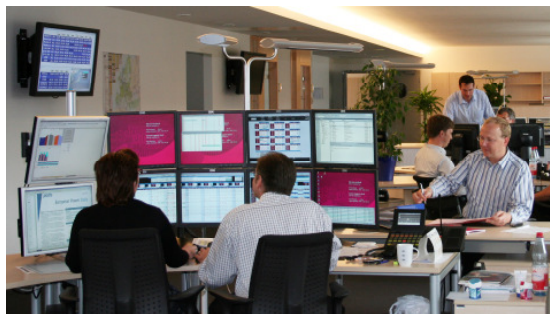
Energy-loaded customer management at KOM-STROM AG

Since the liberalisation of the market, power wholesalers such as KOM-STROM AG from Leipzig, ensure greater competition in the Federal German power network. In order to address its customers' needs in an optimum way, the company relies on CAS genesisWorld.

The headquarters of KOM-STROM AG is located at the pulsating heart of Leipzig. The Leipzig power exchange, the place in Germany where electrical power etc. is traded, is situated only 500 metres away. The company has been working successfully for eight years on the liberalised electricity and recently the gas market as well. Municipal works departments just as well as large-scale customers from industry and trade count amongst KOM-STROM AG's customers. The key to success lies in the combination of power products, which are oriented individually to the customers' needs. In addition, the company offers energy-related services which range from forecasting requirements through to complete portfolio management. In order to optimise customer contact and service further, the company decided in 2007 to introduce the CAS genesisWorld CRM solution.

Detailed customer information at the press of a button

The topic of customer relationship management was an elementary component of the company's philosophy from the beginning. The aim of the introduction of the customer and information system was to make all business-related data and information available to the approximately 40 employees at the press of a button. "The big advantage of the solution is that our customer information and projects are available in detail in the electronic file and can be called up and changed centrally from every workplace", is how Stephan Klokow, Head of IT, who is responsible for the technical organisation, explains the big plus. Before the introduction, the particular information was distributed across various drives in the network. Today, all employees work on the standardised basis of the centralised address data storage in CAS genesisWorld.



The power trader offers his customers an attractive portfolio of electricity products and services.

The advantages of embedded CRM

Since August of last year, the software has been embedded in the company's IT environment. This means that: CAS genesisWorld correlates important information from the inhouse "Kappa" electricity trading system and makes additional back office data available to the employees. How much turnover in electricity did the customer have in the past? Which holdings does a company have? Who is participating in the project on the customer's side? These questions can be answered fast with just one look at the CRM system. This also applies to the key account managers, when they visit the customer on-site. The sales offices of KOM-STROM AG in Stuttgart, Munich and Düsseldorf receive the data via a terminal server and thereby round out the company's cross-location information network.





"The system ensures an efficient working method day in, day out, and close contact to our customers. From an economical and customer-specific point of view, it has been worth it for us to rely on a professional customer management system."

**Stephan Klokow,
Head of IT at KOM-STROM**

Project data

- ▶ In use since August 2007
- ▶ Live in only three months
- ▶ CAS genesisWorld at 40 workplaces
- ▶ Integration into the "Kappa" electricity trading system
- ▶ Connection of the three sales offices in Stuttgart, Munich and Düsseldorf
- ▶ Mobile data through laptop replication

Customer

KOM-STROM AG, Leipzig
www.kom-strom.de

- ▶ Electricity wholesaler, also active on the gas market
- ▶ About 40 employees
- ▶ Sales offices in Stuttgart, Munich and Düsseldorf
- ▶ Large-scale companies from industry and trade as well as municipal works departments as customers
- ▶ In addition to electricity products, offers energy-related services

Project partner

Network Concept GmbH, Lauterbach
www.networkconcept.de

CAS genesisWorld

- ▶ Professional customer management
- ▶ Supports internal processes, raises efficiency
- ▶ Especially for the needs of SMEs
- ▶ Very good price-performance ratio
- ▶ Flexible, integrable, extendable
- ▶ Established product with several awards
- ▶ Over 110 CRM specialists provide on-site support
- ▶ More than 1,900 businesses work successfully with CAS genesisWorld

Fast and malfunction-free implementation

The implementation of the system by Network Concept GmbH, the CAS Partner from Lauterbach, ran equally troublefree and fast. "We went live with the system within three months", recalls Klokow. "We are extremely satisfied with the 'Customising' and the subsequent support." The CRM functions were demonstrated very clearly to the employees during local training sessions and motivated them to use the system in their everyday work. Klokow draws an intermediate conclusion after almost six months: "The acceptance by the sales department is very good." User friendliness and handling were evaluated entirely positively.

Always on the line with the telephony connection

The telephony connection proves to be especially convenient in daily operation. It makes it possible for the staff to start calls to the customers directly from CAS genesisWorld. At the same time, incoming calls are recorded and the number and name of the caller are displayed. Care and updating of the contacts to the 8,000 contact persons and 3,000 companies is quick and easy. Another positive aspect: customer contacts can be saved with several addresses – a feature which is of considerable importance especially in the electricity trading sector. The key account managers in the field sales service always have



Der Hauptsitz der KOM-STROM AG in Leipzig liegt nur 500 m von der Leipziger Strombörse entfernt.

the latest customer data available by synchronising their laptops regularly with the head office and are always up-to-date when visiting the customer on-site.

Offers generated in a split second

By using the analytical possibilities of the CRM solution, the employees can generate lists in a flash, which make it easy to prepare offers. At the same time, CAS genesisWorld makes sure of transparency: which customer is supported by which key account manager can be seen centrally. KOM-STROM has had very good experience with using the multichannel approach as an original marketing instrument. In contrast to the past, such customer information as the company news-letter and other mailings can be controlled optimally and always find the right addressees.

Efficient method of working and close customer contact "The system ensures an efficient working method day in day out, and close contact to our customers", Klokow sums up the positive effect the introduction of the CRM system has had on the company since then. "From an economical and customer-specific point of view, it has been worth it for us to rely on a professional customer management system". "Based on previous experience, Klokow advises decision-makers who would like to introduce a CRM solution to clarify the requirements with colleagues in advance, so that the individual working areas and everyday requirements are integrated optimally from the beginning. If these conditions are fulfilled, then the way is clear for energy-loaded customer management and exciting projects.