



KIM stands for Customer Information Management.

CAS **genesisWorld**

At a glance

Sectors: Manufacturing companies/industry

Objectives/Requirements

- ▶ Inter-departmental system for Sales, Marketing and Customer Service
- ▶ Central CRM system for all branches of OKI's Central Region
- ▶ Optimisation of internal business processes
- ▶ Establish customer relationships to distributors, resellers, end customers as well as interested parties
- ▶ Simplification of cooperation between the departments

Uses and Benefits

- ▶ Ensure inter-departmental and inter-branch office cooperation
- ▶ All data are always completely up-to-date
- ▶ Control of the handling of sales and marketing projects
- ▶ Control of the lead and partner management process
- ▶ Support of event management
- ▶ Customers support is based on one database and one customer dossier, even across different departments and branch offices
- ▶ Complete all-round view of various customer groups at the push of a button
- ▶ Analytical CRM and intelligent filter queries
- ▶ Select customers according to the most diverse attributes in a split second
- ▶ Easy handling and logical structure
- ▶ Raising customer proximity and customer orientation

Success Story

OKI

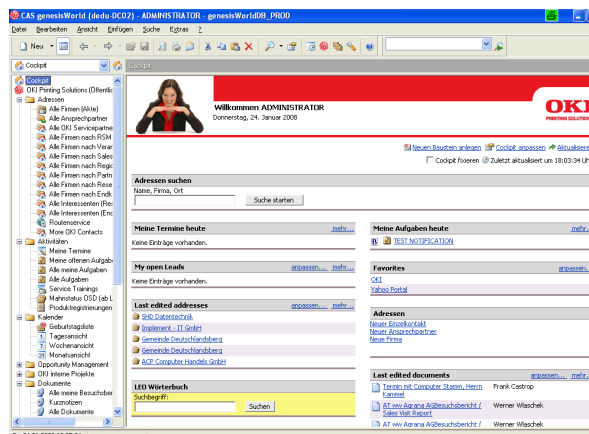
KIM – the name says it all

Even at the beginning, she attracted many enquiring looks. She is called KIM and her name stands for Customer Information Management (in German) at OKI, the specialist for professional print solutions and output management. Since May 2007, CAS genesisWorld alias KIM has been implemented as main CRM system in the Central Region of OKI's sales network. With attractive functions, KIM is providing inter-departmental and loyalty services in sales, marketing and customer service.

The customer has been at the centre of OKI's successful corporate strategy for many years now. The company thus provides, as the sole manufacturer, three years' guarantee including next day on-location service for its much acclaimed products. The widest availability in the branch of the service hotline also speaks volumes for the customisation of the Düsseldorf company. The reward for the hard work: recently the company secured second place in the selection of the most customised service provider in Germany.

Investment in even more efficient customer proximity

The competition, however is not sleeping. The company therefore took the decision to re-



KIM delivers all information at a glance – so all employees can always be up-to-date.

Who can resist KIM's charming smile?

In order to establish the new system from the very outset, the company went on the charm offensive: in a self-produced brochure for the introduction, the same-named model KIM was presented to the employees to assess the possibilities of the new system. "KIM provides a great deal of information," explains Torsten Tauber, responsible for the project at OKI. "Who is the correct contact person? What do the turnover figures look like? Which visit reports, leads, offers, appointments, documents and assignments have been received by this or that customer? Here, KIM provides at the push of a button the complete overview of our various customer groups," explains the project manager with a glance at the screen which shows KIM in action.

One system for diverse requirements

At the CRM roadshow of Computerwoche in Düsseldorf in March 2006, Torsten Tauber got to know CAS genesisWorld for the first time and it was quickly clear to him: "That's the right system! We decided on CAS genesisWorld because it can be flexibly organised, it possesses a large range of functions and it fits exactly to our requirements. We did not see





„Using the intelligent filter search, employees are able to select customers according to the most diverse attributes in a split second.“

Torsten Tauber, Project Manager for OKI Systems Germany

Project data

- ▶ In use since May 2007
- ▶ All data stored centrally at the headquarters in Düsseldorf
- ▶ 120 employees in the Central Region (Germany, Austria, Switzerland, Belgium and the Netherlands) use CAS genesisWorld via WebClient
- ▶ Through advanced workshops, acceptance by the employees is raised continuously
- ▶ Coming soon - rollout in Great Britain (OKI European Headquarters) as well as in Poland, Hungary and the Czech Republic

Customer

OKI Systems (Deutschland) GmbH, Düsseldorf, Germany
www.oki.de

- ▶ OKI Systems (Deutschland) was created in 1984 from OKI Electric Europe GmbH
- ▶ Specialist for professional printing solutions and output management
- ▶ Leading suppliers on the printer market
- ▶ Elected to second place as the most customer-oriented service provider in Germany

Project partner

CAS Software AG, Karlsruhe, Germany
www.cas.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 corporate customers

these special strengths as much in evidence with other systems. And last but not least, the price-performance ratio convinced us." After the roadshow came an intensive planning phase: roadmap and concepts were developed and established in an analysis workshop. "The next step was a question of the design, the implementation and the data transfer", as Michael Krämer and Olaf Kapulla from CAS Software report. Tauber describes the cooperation with the software manufacturer both before and during the implementation as being thoroughly positive. "We're very happy with the care and the service." Just a few months later, on 2 May 2007, the implementation was completely finished: KIM had her first working day.

The all-rounder in sales, marketing and customer service

Since then, KIM has been supporting the OKI employees in almost all working procedures. She controls the development of sales and marketing projects, she helps in lead and partner management. And even in event management it is difficult to think of working without KIM. The activity spectrum is comprehensive: it is the leading system from address management to product registration and inter-departmental project development and



KIM supports employees with almost all working procedures.

support for marketing measures to which 120 employees in the Central Region (Germany, Austria, Switzerland, Belgium and the Netherlands) have access through the WebClient. The advantage: all the data is stored centrally in the head-quarters in Düsseldorf and kept right up-to-date. For the first time, it is possible to support customers e.g. "distributors", who are largely active in the entire Central Region, on the same data basis and in one customer dossier. With KIM, OKI has changed from a heterogeneous CRM landscape to a unified system that makes all customer data available. Tauber: "Everything to do with the customer, what he is interested in, what he has had to do with us to date, is in the customer dossier. An immense advantage for inter-departmental and inter-branch cooperation."

Capacities that impress

The OKI team is especially impressed by the analytical capabilities of their new CRM solution. "Using the intelligent filter search, the employees are able to select customers according to the most diverse attributes in a split second or to create for themselves individual viewpoints, which generate a desired list at the push of a button. We couldn't do this before in such detail in the short space of time," emphasises Tauber and he confirms that there are many detailed functions for the employees to discover in the system. "It will certainly not be quickly boring to someone," grins Tauber, but there is one worry: "CRM does not function with the sledgehammer approach. We have continuously increased the acceptance of our employees through extended workshops and step-by-step introductions of new functions." The advantages and simplifications for daily work are well received throughout the whole company.

Practical test passed – objective reached

KIM passed the practical test at OKI at a stroke through the ease of handling and the easy-to-understand structure. OKI has achieved its objective of increasing customer proximity and enhancing customer focus – not least thanks to the exemplary CRM introduction with tailored seminars matching the OKI requirements. Thanks to KIM, the company is on the road to working more efficiently with the customer and to further simplifying cooperation in the departments. KIM is thus the best recommendation for CAS genesisWorld, even in other countries in which OKI, the specialist for professional printing solutions and output management, sells its printers. Soon the launch starts in Great Britain, the OKI European headquarters; the branches in Poland, Hungary and the Czech Republic are following.