



Isabellenhütte has been successful for more than 500 years – and with CRM, it is ideally prepared for the future.

CAS **genesisWorld**

## At a glance

### Industry sector: Industry

#### Goals / requirements

- ▶ Central address management for entering all customer, supplier and partner contacts
- ▶ Extensive, uniform and consistent customer information base
- ▶ Easy correspondence management with form letters, (form) fax and e-mail
- ▶ Document storage
- ▶ Visit planning and reports
- ▶ Effective appointment planning, task management and vacation planning
- ▶ Target-group-specific, multi-level marketing campaigns with follow-up and success monitoring
- ▶ Increased customer satisfaction
- ▶ Mobile data for field service

#### Benefits and advantages

- ▶ Increased customer satisfaction through uniform customer support
- ▶ Customers and partners are enthusiastic about improved service
- ▶ Fast selection of information
- ▶ Structured task management
- ▶ (Stepwise) replacement of traditional storage system
- ▶ Major savings in work and time
- ▶ Fewer errors
- ▶ Basic requirements for ISO certification ISO/TS 16949 met

# Success story

CRM BEST PRACTICE  
**AWARD** ★



## Ready for the future with CRM

Isabellenhütte Heusler GmbH & Co. KG looks back at a history of over 500 years in the area of metal smelting and processing. Today the company is a leading producer worldwide of electrical materials with 490 employees. Customer Relation Management was introduced to support the process of realigning the company product-orientation to customer-orientation: “We have been successful with our innovative products for over 500 years. Now we’re introducing CRM so that we can continue to be ready for the future,” says Key Accounts Manager, Components and CRM Project Director Patrick Hofmann, explaining the CRM strategy of Isabellenhütte.

### Pragmatic approach

Patrick Hofmann is convinced that many companies build barriers for themselves through excessive requirements: “Even a good CRM system will not solve all of a company’s organisational problems. But introducing CRM does provide the opportunity for a company to clean away clutter and set up a powerful, optimised organisational structure.” Two points were decisive for the success of Isabellenhütte: CRM was not thought of as a software solution, but rather as a company strategy. In addition, company management stood behind the CRM vision one hundred percent.

A major goal in introducing CRM was quickly and completely recording all customer, supplier and partner contacts. Specifically, this included:

- ▶ Fast selection of information
- ▶ Structured task management
- ▶ (Stepwise) replacement of traditional storage system
- ▶ Fewer errors
- ▶ Gaining time resources
- ▶ Using state-of-the-art technology standards

A certain amount of convincing was needed to move managers and employees beyond their ingrained views to accept new ways of doing things.

### Basic planning

“We looked in great detail at every workstation and categorised future users into groups based on the anticipated use intensity,” explains Hofmann. “We even measured some work processes with a stopwatch.” This basis allowed us to determine the need and support potential of employees very pragmatically. We also integrated key users into the decision-making process from early on.





**“Employees connected to CAS genesisWorld, save an average of 14 minutes a day. For key users in Sales, the figure is as much as 30 minutes. This has allowed us to pay for the cost of introducing and maintaining the system in a very short time.”**

**Patrick Hofmann, Key Accounts Management, Components and CRM Project Director**

#### Project data

- ▶ In use since 2001
- ▶ CAS genesisWorld at over 90 workstations
- ▶ Data exchange with branch offices and independent industry representatives
- ▶ Integration of order management
- ▶ Step-by-step introduction as a factor of success
- ▶ CRM Best Practice Award 2003

#### Customer

Isabellenhütte Heusler GmbH & Co. KG,  
Dillenburg, Germany  
www.isabellenhuette.de

- ▶ 500-year tradition and experience in the area of metal smelting and processing
- ▶ 490 employees
- ▶ Worldwide leading manufacturer of electrical resistor materials, thermoelectrical materials for measuring temperature, and passive construction elements

#### Implementing partner

TNCS Informations-Management GmbH & Co. KG,  
Mainz, Germany  
www.tncls.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

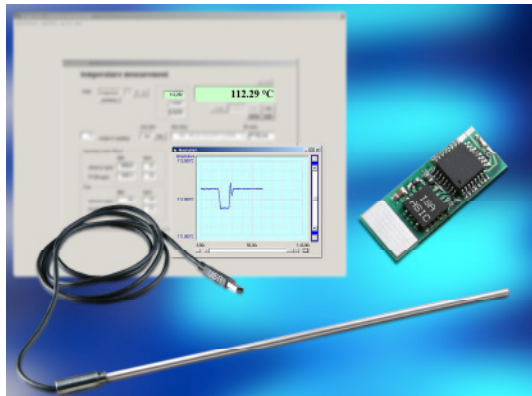
After thoroughly testing a number of CRM solutions, Isabellenhütte opted for CAS genesisWorld. The CRM groupware was introduced in a pilot group as part of a test installation. Based on the results achieved by this group, internal work processes were optimised and CAS genesisWorld was ultimately introduced step by step in over 90 workstations in Sales, Administration, and Development.

#### Change Management – making benefits transparent

Introducing a CRM system changes work processes. And changes are not always welcome. That's why employees were involved in the change process at Isabellenhütte. Work processes were analysed at every workstation and the question was asked whether that task is truly necessary or whether it could be done faster and better with the support of a CRM system. Sceptics received individual support, and benefits for customers and employees were clearly emphasised. A pragmatic approach paid off here as well. Only tasks that could be tracked for employees were represented in CAS genesisWorld.

#### Incremental introduction – fast and problem-free

Thanks to realistic planning and follow-up procedures, the introduction ran quickly and smoothly: “We didn't introduce the entire functionality all at once. Instead we wanted to start work quickly with features that were critical for our customer support,” says Project Director Hofmann. This made the benefits of CAS genesisWorld apparent very quickly. And acceptance of CRM Groupware among employees was correspondingly high.



Highly precise USB temperature measurement system based on thermoelement

“With CAS genesisWorld, all integrated employees save an average of 14 minutes a day in valuable work time. In Sales, the figure is even as high as 30 minutes,” Hofmann notes. Considering the number of workstations integrated, that adds up to 3,300 work hours per year – a figure that covers the cost of the CRM system, which paid for itself in less than one year. “And that's without mentioning that we can

now offer our customer even better service, which continues to pleasantly surprise our partners,” adds Hofmann.

#### Becoming even more successful with CAS genesisWorld

The rapid return on investment, user satisfaction and enthusiasm of project management also convinced the experts: The material manufacturer was awarded with the CRM Best Practice Gold Award for the small and mid-sized company category at the CRM-expo in Cologne, Germany. The distinction honours in particular well planned and successfully implemented CRM projects that provide good examples for other companies to follow. The jury of professionals raved about competitors: “Textbook cases of CRM!” was the unanimous opinion of the experts. Hofmann sees winning the CRM Best Practice Award as confirmation of Isabellenhütte's plan-based approach: “We demonstrated that even mid-sized companies can achieve a rapid return on investment when introducing CRM.”