



# Success story



## Quality comes first – relationship management is no exception

It's hard to imagine a world without aluminium and whether used for windows, doors or facades – quality is always the prime concern of the aluminium specialists at FEAL d.o.o. Stable customer communications are no exception and also just as important to the company. So how do you maintain quality in all of these areas?

Established in 1976, in Siroki Brijeg (Bosnia-Herzegovina), FEAL now counts among the leading-European aluminium processing companies. Aluminium systems from FEAL are delivered throughout Europe: "Worldwide, we provide our partners and customers with a comprehensive range of products and services for building facades, as well as for a variety of other industrial applications", explains Blago Culjak, Head of IT at FEAL. And because of the company's permanent expansion, it was imperative that we also increase the professionalism of our customer relationship management.

### One central database instead of stand-alone solutions

Before CAS genesisWorld was implemented, the company was using different Excel tables and Access databases to manage its files and data, this resulted in ever increasing inefficiencies. The information was distributed across the company departments in a range of stand-alone solutions, none of which could be accessed centrally: "We wanted to remedy this situation quickly," added Blago Culjak.



### A common database

The objective was to bring all of the departments and subsidiaries up to speed by using the new CRM solution in conjunction with a common database. This was the goal for both the company headquarters and the respective subsidiaries in Austria, Croatia, Germany, Kosovo and Serbia. In the end, it came down to a shortlist of just two options: CAS genesisWorld and a Microsoft solution. The project responsables finally decided on a solution from CAS Software AG, because of its flexibility and ease of customization.

CAS genesisWorld

#### Industry

Manufacturing companies

#### Objectives/requirements

- Provide a central database for all departments
- Replace the existing stand alone solutions
- Ensure flexible, customizable standard software
- Provide multilingual capabilities
- To be used in marketing, sales and project management

#### Benefits and advantages

- Closer to customers thanks to cross-departmental access to all relevant data
- CRM software takes care of routine tasks – which leaves more time for customers
- Detail rich customer and partner data information bundles
- Tailor-made solutions that use industry solution specific fields
- Improved cooperation between headquarters and subsidiaries abroad
- Centrally managed data equals higher data quality
- Product development benefits from the most informative figures
- Targetted marketing campaigns
- Efficient sales support that covers acquisition to closing



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*"Quality is our number one goal – and customer relationship management with CAS genesisWorld is no exception."*

Blago Culjak, Head of IT



#### Project data

- CAS genesisWorld Premium Edition
- In use since 2011
- Modules: Form & Database Designer, Project, Report, Survey, Marketing pro, Sales pro
- Replaced stand alone solutions that used Microsoft Excel® tables and Access® databases
- Created industry specific fields
- Multilingua solution

#### Customer

FEAL d.o.o., Bosnia-Herzegovina  
[www.en.feal.ba](http://www.en.feal.ba)

- Development of aluminium systems, aluminium products and further processing
- Established in 1976 and privatized in 2000
- Subsidiaries in Austria, Croatia, Germany, Kosovo and Serbia
- Number of employees: 450
- Europe wide delivery of aluminium systems

#### Projektpartner

Infoproduct d.o.o., Bosnien-Herzegowina  
[www.infoproduct.ba](http://www.infoproduct.ba)

#### CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Especially for the needs of SMEs
- Very good price-performance ratio
- Flexible, integrable, extendable
- Established, multiple-award-winning product
- Over 200 CRM specialists provide on-site support
- More than 7,500 businesses work successfully with CAS genesisWorld

#### Interested?

We are more than happy to provide you with advice and information about CRM.

Call our customer support hotline on +49 0721 9638-188 or e-mail us at [CASgenesisWorld@cas.de](mailto:CASgenesisWorld@cas.de).

We look forward to hearing from you.

## Individual customizations

Today, 30 of the 300 strong work force, use the Premium Edition of CAS genesisWorld. The project was managed and implemented by experienced CAS partners, namely: Mr. Zeljko Stojkic of Infoproduct d.o.o, in Mostar. And with the help of the Form Designer module, important customizations were carried out at the start of the project, for example, industry specific fields were created and the whole solution was customized according to the specific everyday needs of the company. FEAL d.o.o. uses the English language version of the software. The CAS genesisWorld navigator can be displayed in the respective language of your country, making usage even easier.

## Cooperation helps to reveal customer wishes

The improvements since implementation have been significantly noticeable: the customers' requirements, wishes and ideas now have greater focus. CAS genesisWorld is a comprehensive software solution that enables the users at FEAL to save all the information, documents and e-mails including visit reports to a virtual customer dossier.

"All of this information can be linked together, thus giving us a very detailed picture of our customer and partner requirements", explained Blago Culjak when discussing the advantages.

And since CAS genesisWorld has been implemented, the quality of cooperation between colleagues based at the company headquarters and the colleagues in the subsidiaries abroad such as in Austria and Germany has reached a whole new level. Product development now benefits more from the development of new product lines that use solid data to determine what the market really wants.



## Implemented CAS modules

There are a number of special modules that can be added to the solution to deal with special tasks in sales, finance, product development or in HR. FEAL opted for the following modules: CAS Project for project management, CAS Report for professional forecasts, reports and analyses and the survey tool CAS Survey.

## More expansion planned for West Europe

At the moment, FEAL's biggest goal is to acquire new customers in the following areas: (rail) transport industry and in mechanical engineering. "CAS genesisWorld is a key element in our customer relationship management plans for further expansion into West Europe", Blago Culjak is convinced of this. "Quality is our number one goal – and customer relationship management with CAS genesisWorld is no exception."