

Success Story

HIWIN®

Motion Control & Systems

» Movement is our business!
CAS genesisWorld helps us to sustain our
customer relations by maintaining a
strong customer focus, service,
innovation and quality. «

Werner Mäurer, Managing Director, HIWIN GmbH

CAS  **genesisWorld**

xRM and CRM for small and
medium-sized enterprises



Moving

in every sense

On the way to becoming the leading manufacturer of linear technology, HIWIN's future growth looks promising: at their European headquarters in Offenburg they are currently building a new production hall and a new office building. Expansion also plays a key role in their plans for growth: for example, in 2015 the company's turnover grew by more than 20% to over € 500 million. The market opportunities are good, especially as in mechanical engineering and plant manufacture production cycle times have halved. Having the quickest order turn around only adds to the appeal of HIWIN's products, whether linear guideways, ball screws, linear motors or positioning systems - in mechanical engineering tailor-made motion systems are essential.



» In becoming the leading manufacturer of linear technology we placed our trust in the best CRM software on the German market, CAS genesisWorld. «

Werner Mäurer, Managing Director of der HIWIN

Walking in our customers' shoes

"There are companies who do not work with CRM software. However, for our requirements and goals this is not good enough", said Werner Mäurer, Managing Director of HIWIN GmbH: "We put ourselves into our customers' shoes, learn their language and understand what makes them tick. Which is why we only work with the best CRM software on the German market. The comprehensive range of functions and the seamless implementation of customizations have yet to find a product to rival them. We keep our enormous data volumes lean by using ingenious archiving strategies." This all enables users from the sales support and sales/service teams to have quick access to their local PCs and mobile applications.

Efficient teamwork

The company has been using CAS genesisWorld for more

HIWIN®

Motion Control & Systems

Industry

Mechanical and plant engineering

Objectives/Requirements

- Customer centric, consistent and well-functioning digital processes
- Centralized system for all customer contacts and product manufacturing
- Quicker and easier communications between the support and sales/service teams
- Consistent and current knowledge base for all participants
- A clear and user-friendly solution that can be easily adapted

Benefits and advantages

- Good long term relationships
- Quick and easy creation of visit reports
- Individual offers, orders and delivery notes at the touch of a button
- The digital order dossier saves space, time and, best of all, about € 100,000 per year
- Well-functioning processes for the essential basis of our expansion
- Ingenious archiving strategies help to keep data volumes lean

than 10 years now to keep all of their processes moving in a customer centric direction. The present expansion demonstrates just how valuable established and well-functioning processes are: "For us the exchange of information between our sales and service team and the support team is of primary importance", said Schreiber, Head of IT/Controlling. While around 50 employees are out visiting customers on-site, another 200 colleagues are working on the same information and knowledge base stored at our headquarters in Offenburg, which is also the European head office.



» Digital filing at the touch of a button saves us around € 100,000 annually. «

Matthias Schreiber, Leiter IT/Controlling

On the road

Sales reps out visiting customers are not just speaking to customers they also use their smartphones a lot. The CAS genesisWorld Mobile app enables them to dictate their customer visit report directly into their iPhone. The spoken text is automatically saved as a text note for the customer visit and linked to the customer dossier. "In practice, this is very efficient and works very quickly", reports Matthias Schreiber.

Effortless custom offers

The sales support team is sent all the necessary customer information they might need automatically: using the boilerplate texts from CAS genesisWorld they can create custom offers for customers and generate both order and delivery notes. This is how the annual sales of around 10,000 tailor-made movement systems are initiated.

Intelligently networked

Professional customer management at HIWIN does not stop at invoicing. The manufacturer uses CRM software for service support, and in the case of complaints and refunds they use the Helpdesk module. "This creates transparency when in the checking, problem solving and documentation phases", reports Schreiber from practical experience. "The customer dossier has proven to be invaluable, even years later, the value of having all the information you need at your fingertips cannot be overestimated, in fact in some cases, it even replaces a DMS".

Added value — but lower costs

With the introduction of the digital contract folder, the company was able to get rid of the paper-based filing system and save lots of time. "Digital filing at the touch of a button saves us around € 100,000 annually. It has freed up more space and, because of the time we save, we have more resources for looking after our customers and other important investments", explains the Head of IT/Controlling.

CAS genesisWorld

Project data

- CAS genesisWorld is being used on around 180 workstations
- Module: Helpdesk, Geomarketing, Report, Form & Database Designer
- Mobile data available on smartphones

Customer

- HIWIN GmbH, Germany (European Head Office) www.hiwin.de
- Leading manufacturer of linear technology
- Founded in 1995
- 250 employees

Project partner

- aptus IT GmbH, Backnang, www.aptus.de

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed to meet the needs of SMEs
- Very good price-performance ratio
- Flexible, easy to integrate, extendable
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- Being used successfully by more than 10,300 companies

Know how: Analytical CRM

Currently, around 78,000 customer contacts, details on approximately 100,000 manufactured products and over 16 million linked data records are stored in our database. Schreiber explains: "Managing all of this requires an easy to understand and user-friendly solution". The links and the sophisticated rights concept enable employees to access data from diverse locations, as well as being able to stay up-to-date - without sacrificing data security.

Effective basic principles

One thing that HIWIN has learnt is that a CRM system can never replace customer contact; in fact it makes customer contact easier and enables a good foundation for long term relationships. Schreiber's colleagues talked about how important CRM is for them: "For our employees, CAS genesisWorld is more important than ERP, because the whole company works with the system and all our customer contact is based on it — from the board of directors, construction department, marketing, sales through to customer service."

Knowledge shared, is knowledge doubled

A couple of factors are crucial to the acceptance of the new system, one requires that new employees be trained in the new software by existing employees and the other, requires that management are clearly committed to the project. Another unique CAS genesisWorld selling point that has proved very useful are the key-user, editable mouse-over field help texts. "This helped us to reduce training costs by two-thirds. At the same time, the number of incorrect entries halved," explained Schreiber.



This is what our customers say:

www.cas-crm.com/our-customers/find-references.html



Creating the future

HIWIN GmbH is a shining example of how expansion is not just a question of movement, but rather direction. "It's about finding and developing the best solution for your customer", states Managing Director, Mäurer. "Today's success oriented companies have to be focused on integrated, well-functioning, digital processes from the very beginning. CRM solutions such as CAS genesisWorld, network and bring together companies, yet are flexible enough to allow work processes to be adapted to the latest requirements. Our CRM is moving in every sense of the word."

Find out more



Contact us now for more information on using CRM in mechanical engineering and plant construction.

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