



Source: AHK Rumänien



AHK Romania
Deutsch-Rumänische Industrie-
& Handelskammer

Industrial sector / Consulting

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The path to a more flexible CRM solution

Overall, the German Chamber of Commerce Abroad has a network that spans more than 90 countries and 130 locations. The AHK in Romania represents the interests of 530 German and Romanian companies vis-à-vis official bodies. It supports networking and the establishment of business relationships between the organizations through member events.

Products used:

CAS genesisWorld Platinum
Module:
Form & Database Designer,
Sales Pro, Project, Event Ma
Management, Duplicate Finder,
Easy Invoice

Furthermore, the AHK Romania has numerous cooperation agreements with national and international partners. It thus plays a significant role in continuously improving business and investment conditions in Romania. The focus is particularly on supporting small and medium-sized enterprises.

The challenge

The AHK Romania has a large customer and contact portfolio. Therefore, there was a desire for a more efficient database that would improve and accelerate the company's entire work processes. Since the AHK is increasingly active in the events sector, the requirements for a CRM solution are correspondingly high. The ideal CRM system must be flexible enough to perform multiple functions that go beyond its role as a pure contact database. Sending mailings or mass emails as part of campaign management and providing support in project and event management are further components of the additional requirements. The company's new CRM solution should therefore no longer serve merely as a contact management tool, but ideally combine several functions and applications in an all-in-one software solution. Another challenge was the compatibility of the CRM system with other systems. In particular, Mandrill integration and telephony integration were key aspects that needed to be implemented in this context.

The solution

CAS genesisWorld Platinum is CRM software designed specifically for SMEs. This product was therefore ideal for meeting the specific requirements of the German Chamber of Commerce and Industry in Romania. CAS genesisWorld Platinum supports more efficient internal processes and enables even more professional customer management. Thanks to its flexible application, this CRM solution can be easily integrated into a wide variety of companies and offers corresponding expansion and customization options. The increasingly frequent need for mobile use and access to data from mobile devices is also made possible thanks to the mobile CRM solution with CAS Smart Design. Due to its excellent price-performance ratio, CAS genesisWorld Platinum has become an established product and has already received numerous awards. For the AHK Romania, the compatibility of several functions in a single CRM solution was the decisive criterion in the search for and selection of the right product.

This is where CAS genesisWorld really stood out! The software's flexible customization options give AHK Romania a clear overview of its customer database and the ability to use variable options for project and event management, quote and order management, and invoicing. The relevant info is stored in the customer file and can be accessed by all employees at any time. Support for the AHK is provided by Medialine's consulting and

„CAS genesisWorld helped us consolidate our contact data, increase cross-departmental efficiency, and improve the quality of our database. By implementing it across our departments, we benefit from a flexible CRM solution that enables system integration and the mapping of business processes.“

Sebastian Metz, managing
director AHK Romania

implementation team in Romania. The implementation of the new solution has led to greater efficiency in the execution of processes. The time savings now possible, particularly with regard to contact and order management and the creation and dispatch of marketing campaigns, are a significant advantage of the database renewal. It has also raised employee awareness of the contact database and improved knowledge transfer and cooperation between employees and departments. Continuous development of the CRM solution at the AHK Romania in collaboration with Medialine ensures that additional functionalities tailored specifically to the AHK can always be offered.

Medialine AG

As a full-service system house, we stand for customised solutions for medium-sized businesses and corporate groups. We fully support your company along the way - from requirements analysis, idea collecting and concept development to the development and implementation of the appropriate IT strategy as well as regular technical support and workshops for your employees. Thanks to our nationwide orientation, customers benefit from a close-knit network of sales and technical resources, which enables optimal service support on site.

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