



# OKI

## Success story



### CAS genesisWorld

### 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, initially 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, a three years' warranty, including next day on-location service for its much acclaimed products. The wide availability of the service hotline also speaks volumes about the customer focus of the Japanese company. The reward for the hard work: the company secured second place in the selection of the most customer friendly service provider in Germany.

#### Investment in even more efficient customer proximity

The competition, however is not sleeping. The company therefore took the decision to replace the previous customer databases with a new, centralised CRM system and thus to invest in more efficient customer proximity. The aim: to extend the diverse customer relations to distributors, resellers, end customers and leads through personal and telephone contact. At the same time, the internal business processes had to be optimised and the co-operation between the departments simplified.

#### 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 Owen Tully, 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 IS Business Development Manager with a glance at the screen which shows KIM in action.

#### One system for diverse requirements

During its initial implementation in OKI's central region, especially in the complex German operations, Owen Tully 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 these special strengths as much in evidence with other systems. And last but not least, the cost/benefit ratio convinced us."

After the German roll-out came an intensive auditing and evaluation phase: How was the system adopted by the sales team, which were the issues when switching languages, where were the most benefits to be gained in real life?

#### Sector

Manufacturing companies/industry

#### Objectives and 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 co-operation between the departments

#### Uses and benefits

- 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



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

Owen Tully,  
IS Business development  
Manager for OKI Europe Limited



#### Project Data

- In use since May 2007, initially in Germany
- All data stored at the European Data Centre in Cumbernauld, Scotland
- 300 employees across Europe (D, A, CH, B, NL, UK, IRL, N, S, DK, FIN, PL, CZ, HU) use CAS genesisWorld via WebClient
- Awarded the CRM Best Practice Award 2008

#### Customer

OKI Europe Limited, Egham, United Kingdom  
[www.okiprintingsolutions.com](http://www.okiprintingsolutions.com)

- OKI Europe Limited is a subsidiary of OKI Data Corporation, Tokyo, Japan
- Specialist for professional printing solutions and output management
- Leading supplier on the printer market
- Only vendor to offer a 3 year warranty on all hardware, across the EMEA region, registration pending

#### Project Partner

CAS Software AG, Karlsruhe, Germany  
[www.cas.de](http://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 200 CRM specialists provide on-site support
- More than 7,500 corporate customers

#### Interested?

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

Call our customer support hotline on +49 (0)721 9638-188 or e-mail us at [CASgenesisWorld@cas.de](mailto:CASgenesisWorld@cas.de).

We look forward to hearing from you.

"The next step was a question of how to implement the design, the implementation and the data transfer on a European level", as Michael Krämer and Olaf Kapulla from CAS Software report. Tully describes the co-operation with the software manufacturer both before and during the implementation as being thoroughly positive. "We're very happy with the care and the service."

#### The all-rounder in sales, marketing and customer service

Since 2007, KIM has been supporting 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 support for marketing measures to which 300 employees across Europe and Middle East have access through the WebClient. The advantage: all the data is stored centrally in Scotland 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 region, on the same data basis and in one customer dossier. With KIM, OKI is changing from a heterogeneous CRM landscape to a unified system that makes all customer data available. Tully: "Everything to do with the customer, what they are interested in, how they have been in contact with us to date, is in the customer dossier. An immense advantage for inter-departmental and inter-branch co-operation."

#### 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 Tully 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 Tully, 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 customers and to further simplifying co-operation in the departments. KIM is thus the best recommendation for CAS genesisWorld, and has made roll-out easy in other countries in which OKI, the specialist for professional printing solutions and output management, sells its printers.



KIM supports employees with almost all working procedures.