



# Success story

ATLAS NORDHESSEN

## Timing is Everything

### At a glance

#### Sector

Trade/Construction Equipment Rental

#### Objectives/Requirements

- Long decision-making phases and large purchasing quantities require intelligent follow-ups with a reminder function
- Data synchronisation with the field staff and five partner companies
- Exact calculation of repeated procurement dates
- Illustration of all business processes, from preparation of the offer through to order management
- Fast reaction to customer requests through central filing of data and simple preparation of offers

#### Advantages

- All project information is bundled at one place and available immediately
- Simple address and document linking provide the overview across all current activities
- Follow-ups give reminders about offers
- Data synchronisation with the field staff offers access to electronic customer dossiers during discussion of offer on-site
- Easy and fast preparation of offer documents
- Noticeable improvement of the customer and information management system

For almost thirty years, the ATLAS NORDHESSEN Group with its subsidiaries Baucharter and b+b Fahrzeugtechnik has been successfully selling construction machinery, starting with wheel loaders through cranes up to and including powerful crawler excavators. How does the company with headquarters in Borken (Hessen), Korbach, Teuchern and Kirchhain, approach customers in the building construction and civil engineering sector and submit an appropriate offer for a new construction or industrial machine? The CAS genesisWorld Customer Management System makes this possible.

When Wulf Bopp gets together with his field sales staff for the weekly sales meeting in the company headquarters on a Monday morning, the Managing Director of Atlas Nordhessen has already obtained all necessary information. What leads were discussed last week? Which customers will receive an offer for a new machine in the next few days? When did Customer X last buy a bagger and is there already need for a successor model or other machinery? Thanks to the CRM system (Customer Relationship Management), Wulf Bopp and his staff have all ongoing activities in view and plan the further approach on this basis.

### The system never forgets

CRM solutions have two decisive advantages: on the one hand, they don't forget anything and on the other hand, they bundle all the necessary information in one place. Both of them are indispensable in an industry sector where purchasing decisions are measured in years. A good decade lies between the point in time when a bulldozer is purchased to the date when a new one is expected to be purchased. "But this is exactly what it's all about", reports Wulf Bopp. "This is where CAS genesisWorld supports us: it automatically picks up construction machines in the follow-up which the customer will presumably exchange sometime soon."

### Decision made in two hours – implemented one month later

Before beginning to use the CRM system, the employees worked with an EDP program which was not suitable for their daily requirements. Wulf Bopp had to act: "We knew very clearly what we wanted and we knew which errors occur if one uses an inadequate program." The Managing Director met with Network Concept GmbH, the German CAS Partner from Lich, and was given a presentation of the CAS genesisWorld CRM Groupware. Within two hours, all questions had been answered and the decision taken. Four weeks later, the system was completely implemented on the company's computers.

All machines which had been sold since 1978 and a total of more than 15,000 customer contacts were imported into the CRM software program to form a basis. Adjustments were made to the system environment in order to link CAS genesisWorld to the existing calculation and offer programs. Bopp appears to be very happy with the fast scheduling of the implementation. The decisive criteria during the selection of the product were fulfilled: "The program works quickly and smoothly, addresses and documents can be linked easily to each other and data synchronization with the field staff, our five partner companies or from at home functions perfectly," according to Bopp.

CAS genesisWorld



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*„The program runs fast and smoothly. Addresses and documents can be linked with each other easily and data synchronisation with the field staff, our five partner companies or from at home, functions perfectly.“*

**Wulf Bopp, Managing Director  
of ATLAS NORDHESSEN**



## One instrument for optimum sales control

From preparation of the offer through to order management, all business processes are reproduced in CAS genesisWorld. If Bopp and his field staff submit a specific offer to Customer X in the sales meeting, they generate an offer document in the system. The name and address of the customer are already included; the employees only need to enter the suitable offer. Then the document is automatically linked with the customer dossier, just like with the offer. With the electronic customer dossier in his briefcase, the field salesman goes to the customer to discuss the offer on-site: it contains all of the information required for a successful sales meeting and can be called up immediately. Mobile access makes it possible at any time to react to customer requests during a meeting and to make notes in the customer dossier. For example, the field staff can sketch changes in the offer drawing and thereby adjust the offer to the customer's requirements: "Everything is possible on-site and can be saved in the customer dossier for the subsequent order correspondence, reports Bopp enthusiastically about his practical experience.



### Project Data

- Implemented within only four weeks
- About 15,000 customer contacts and data imported about all machines sold since 1978
- Adjustments to the system environment
- Connection of CAS genesisWorld to existing calculation and offer programs
- Used in all divisions of the company

### Customer

ATLAS NORDHESSEN, Borcken, Germany  
[www.atlas-nordhessen.de](http://www.atlas-nordhessen.de)

- Successfully selling construction machinery of all kinds since 1978
- Total of 70 employees
- Two subsidiaries in North and Central Hessen
- Service customers from the building construction and civil engineering sector

### Project Partner

Network Concept GmbH, Lich, Germany  
[www.networkconcept.de](http://www.networkconcept.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 110 CRM specialists provide on-site support
- More than 1,900 corporate customers

### Interested?

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

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 decisive factors – user-friendliness and suitability for everyday use

In the meantime, all divisions of the company work with CAS genesisWorld – not only in the Sales Department, but also in the Service and Spare Parts Departments as well as in Bookkeeping. Twenty-two of the total of 70 employees work with the new solution, some of them mobile, some in the office. The employees find it easy to work with the software. From Bopp's point of view, CAS genesisWorld's user friendliness and suitability for everyday application are of decisive importance: "Setting up files with appointments, new addresses, sales opportunities, procedures or tasks is just as easy as deleting a duplicate in address data", says the Managing Director knowingly.

## Noticeable improvement

Accordingly, CAS genesisWorld makes a noticeable contribution towards improving the customer and information management system at Atlas Nordhessen. From Wulf Bopp's point of view, the introduction of the CRM system already has paid off: no one forgets tasks and sales opportunities. He notices this every Monday morning when he sees that his staff are with the customers significantly sooner after the sales meeting.