Karlsruhe (visitable at short notice)

PLATFORM-BASED SALES AND SERVICE

Proposition for industry -
Customer relationship platforms for SMEs

SUMMARY

The way in which sales and marketing departments address and interact with customers is being transformed, and this calls for interaction to be tailored to the target group throughout the customer journey. With customer relationship management (CRM and xRM) solutions for small and medium-sized enterprises, companies can pool the information of relevance to their success at a central location and use this knowledge profitably.

CURRENT SITUATION

These days, sustainable success hinges on a company's ability to tailor its offers to the needs of the target group and put the customer at the center of everything it does. Key information is often distributed across different systems in the company, and is not available centrally on a digital platform. Customer knowledge is held mainly inside the employees' heads. Preparing offers with complex products in multiple variants is therefore a time-consuming and error-prone process. Short lifespans of products and services, continuous innovation processes and strong competition increase the pressure from the customer side.

PROJECT DESCRIPTION

The use of CRM systems and platforms enables distributed knowledge to be networked and made available at a central location for all relevant stakeholders. The information is provided in structured form to the user group via a user interface. The users and the automated processes can be controlled actively. Machine data enriches the CRM platform, making it possible to offer comprehensive, optimized service. AI technologies support the individual offers and services.

PARTNERS

HS PF   CAS SOFTWARE

SOLUTION

The CRM solutions from CAS Software meet this need by offering digital assistants, integrated artificial intelligence (AI) and SME-focused sector specializations, implemented by means of a rollout method. Important elements are the ease with which the solutions can be adapted by the customer and the open interfaces which are used, for example, to integrate machine information, as well as a Configure-Price-Quote module. The aim of the solution is to use customer data intelligently in order to make sales management and service even more customer-centric. Automation makes it possible to enhance the data quality and generate suggestions for further sales-related steps. CRM and xRM solutions enable the next maintenance date to be proposed directly from the affected machine and notified via the central platform. When preparing offers as the basis for subsequent production and service, integrated configurators in the CRM system help users to generate suitable offers without the need for more in-depth expert knowledge.

CONTACT

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INDUSTRY 4.0 FEATURES

CRM and xRM systems must be implemented as a platform so that customer knowledge can be generated in a comprehensive manner, beyond the knowledge held by individual employees.

STANDARDIZATION APPROACHES

CRM and xRM systems need interfaces in order to be able to communicate with IT and OT - that is, with all data generators in the company. The administration shell can form the basis for this.