



Global customer management with CAS genesisWorld – even in Shanghai

# CAS genesisWorld

## At a glance

### Industry sector: Tourism

#### Requirements

- ▶ Customer and information management at all locations
- ▶ Extendable CRM database with link options
- ▶ Expansion into complete travel management and administration program for hotel reservations
- ▶ Payment of hotel reservations with integral accounting system
- ▶ Commission clearing for travel negotiators and bonus system for hotels
- ▶ Integration of an information portal allowing customers to view and update their travel and hotel data via the Internet
- ▶ Very user-friendly

#### Benefits and advantages

- ▶ Search times cut by around 80 per cent
- ▶ Approximately 30 percent time-saving in the time it takes to process a reservation from initial enquiry to quotation
- ▶ Communications costs, previously a six-figure sum, drastically reduced
- ▶ Accessible to every customer at any time anywhere in the world
- ▶ More time for personal customer care
- ▶ Global improvement to customer service
- ▶ Flexible database on standardised user interface
- ▶ Drop in queries and complaints
- ▶ Increase in efficiency
- ▶ Competitive advantages
- ▶ Higher employee motivation

# Success story



## Search Times Cut by 80 Per Cent

Under its various labels, Business Travel International GmbH provides services to the hotel and travel industry. In November 2004 this medium-sized company won the CRM Best Practice Award in gold for its overall customer and information management system using CAS genesisWorld.

“When an employee of Business Travel International in Shanghai wants to provide a service for a customer in Sydney, and the booking is made in Düsseldorf, this is CRM in its purest form” – that is the assessment made by trade journal *acquisa* in its issue 01/2005 describing the winner of the CRM award. *acquisa* awards the prize on the occasion of the CRM trade exhibition for exemplary services in customer relationship management. The award to Business Travel International is the second time that a CAS genesisWorld customer has been awarded a prize: Materials manufacturer Isabellenhütte Heusler was also awarded the prize in November 2003.

### The objective: to improve customer service and accelerate processes

Business Travel International brings together 1,200 private hotels worldwide under its brand name of Classic International Hotels. The hotel marketing association with its headquarters in Düsseldorf acquires and markets room allocations in major exhibition cities in Europe, the USA and Asia, months, and even years ahead. The requirement of the new CRM software was that it should make available all the necessary information by linking with existing reservation systems, and also that it should offer a high level of user-friendliness. “As an international company the main thing was to improve our global customer service and cut the time it took to process a booking,” said Michael Wagner, CEO, as he explained what the company required. “Our aim was to be available to every customer at any time – anywhere in the world.”

### The solution: a flexible system with a standard user interface, covering every location

Since June 2003 Business Travel International has been using CAS genesisWorld on some 50 workstations in Düsseldorf, Paris, Milan, Gliwice (Poland), New York and Shanghai to manage customer data and other information at all its offices. Once it was linked with Call Centre, Merchandise Management, DATEV and with the CRS Blueres and RESDIS reservations systems, the company was in possession of a flexible database and a uniform user interface. Moreover an information portal was also incorporated into the CRM system, so that customers can view and update their travel and hotel information via the Internet. CAS partner KAMM Systems GmbH (of Mönchengladbach) implemented the software at the hotel marketing association, including all the links to other systems, in just three months.





„We are available to every customer at any time – anywhere in the world!“

**Michael Wagner, CEO**  
Business Travel International GmbH

#### Project data

- ▶ In use since June 2003
- ▶ CAS genesisWorld at some 50 workstations
- ▶ At 6 locations (Düsseldorf, Paris, Milan, Gliwice (Poland), New York and Shanghai)
- ▶ Linked to Call Centre, Merchandise Management, DATEV and to the CRS Blueres and RESDIS reservations systems
- ▶ Implemented in three months, including links
- ▶ Awarded the CRM Best Practice Award 2004

#### Customer

Business Travel International GmbH (BTI)  
Düsseldorf  
www.bti-hotels.com

- ▶ Over 100 employees
- ▶ 6 locations
- ▶ Distribution of room allocations for exhibitions and major events
- ▶ Business Travel International™: Sale of hotel room allocations to travel agencies and corporate clients
- ▶ Under the Classic International™ label BTI brings together 1,200 private hotels throughout the world to form a powerful marketing association
- ▶ Blueres™: Development of tailored software solutions for the hotel industry

#### Implementing partner

Kamm Systems GmbH, Mönchengladbach  
www.kammsystems.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, integrable, extendable
- ▶ Established product – winner of several awards
- ▶ Over 100 CRM specialists provide on-site support

### The result: satisfied customers, motivated employees

The quantifiable success of CRM is demonstrated in the fact that Business Tra International entered the running for the CRM Best Practice Award. “Now every employee in our organisation has access to the same qualified data, wherever they may be located,” said Michael Wagner. “So we have been able to make a distinct improvement to our customer service, because the time needed to search for information is reduced by 80 percent. Our employees now have more time for personal contact with their customers.” Furthermore, an employee survey showed that employee satisfaction in their daily work has gone up since the CRM system was implemented. At the same time, the time taken to process a reservation, from initial enquiry to quotation, has reduced by 30 percent. Since customers can now access their travel and hotel information themselves online, the number of queries and complaints has also dropped. Lastly, thanks to CRM, it has been possible to switch to cheaper methods of communication such as email. With 100,000 reservations and 200,000 customer contacts every year, the cost of communications, which used to be a six-figure sum, have been reduced drastically.

### The confirmation: “CRM in its purest form” – the CRM Best Practice Award

“Our success is mainly due to the fact that we considered the CRM system as being a part of a comprehensive company strategy, with which we can increase efficiency and gain competitive advantages,” concluded Wagner. This imaginative thinking also convinced the eight CRM experts who studied the 40 qualified entries for the CRM Best Practice Award, and who named Business Travel International as the winner in the SME category.



Business Travel International markets hotel room allocations all over the world