



Specialist in outdoor advertising: the Ströer Group

CAS genesisWorld

At a glance

Industry sector: Advertising

Requirements

- ▶ Rapid access to complete customer files
- ▶ Clearly arranged customer information administration system
- ▶ Must improve flow of information between head office and branches
- ▶ Documents projects and campaigns
- ▶ Extends marketing control
- ▶ Access to customer data throughout Germany
- ▶ Organisation of customer events
- ▶ The CRM system must be flexible and adapt easily to the specific industry and company requirements

Benefits and advantages

- ▶ Complete customer files containing all relevant information
- ▶ Control of all marketing and sales activities on a central interface
- ▶ Possible to react quickly and flexibly to customer requests
- ▶ Sales departments can be consolidated and information provided throughout
- ▶ Effective customer service and handling of cooperative partners
- ▶ All quotations, telephone conversation records, appointments for making presentations, together with the relevant records, are combined into one project / prospective client file
- ▶ Improved customer service and handling of cooperative partners

Success story



Strong Image: CRM at Ströer

The CAS genesisWorld customer information system has been in use at the Marketing, Sales and Planning departments of Ströer Out-of-Home Media AG since July 2003. 30 Regional Offices are linked via terminal servers, so that throughout Germany some 340 users can access up-to-date customer and sales data.

The Ströer group is one of Europe's leading vendors of Out-of-Home media. The company specialises in every type of outdoor advertising medium – from traditional billboard advertising to street furniture, transport media, and electronic media. With 200,000 advertising spaces, gross advertising revenues of around 560 million euros and over 1,000 employees in Germany and abroad, the Ströer Group is not only by far and away the number one in out-of-home media in Germany, it is also one of the biggest media companies in the country.

Improving information flow, expanding sales control

Ströer's clientele ranges from regional clients who wish to advertise their businesses or branches locally, to national advertisers such as the TV broadcasters RTL and VOX. Moreover, the outdoor advertising specialist also works with media, buying and special agencies. "To improve the flow of information between headquarters and branches, we were looking for a system that provided rapid access to complete customer files," explained Georg Schotten, Sales Controlling & Services Manager at Ströer. Managers particularly wanted to be able to document customer information, projects and campaigns in a clear and organised way, and to extend the level of sales control.

Access to customer data throughout Germany

Once the decision to acquire CAS genesisWorld had been made, com:con solutions GmbH of Hanau, the CAS implementation partner, adaptations to meet with Ströer's requirements, and implemented the CRM solution into the advertising firm's systems. "We had already carried out and documented a very precise analysis of the various sales processes," said Christian Bellin, IT manager at Ströer. "Using that as a basis, com:con solutions was able to implement the customer information system very quickly."

Reacting flexibly to customer needs

"CAS genesisWorld is an indispensable tool in our daily work with agencies and media companies", said Christiane Reufels, Customer Information System team leader. "With the software's link capability, a single click of the mouse produces a complete customer file, containing all the relevant information." Contacts made about a prospective customer are filed in the form of a project. A project can contain, for example, quotations, telephone conversation records, appointments for a presentation, together with the relevant documents



„Now we can control all our marketing and sales activities on a central interface.“

Christiane Reufels, Customer Information System team leader, Ströer Out-of-Home Media AG

Project data

- ▶ In use since July 2003
- ▶ 340 users in the Marketing, Sales and Planning departments
- ▶ 30 regional offices use CAS genesisWorld
- ▶ On terminal servers
- ▶ Microsoft Outlook with appointments scheduling is integrated into the solution
- ▶ Link to SAP R/3
- ▶ Call Centre in Frankfurt am Main is integrated into the solution

Customer

Ströer Out-of-Home Media AG, Cologne
www.stroer.com

- ▶ Founded in 1964
- ▶ Currently the market leader in Out-of-Home media, one of the largest media companies in Germany
- ▶ 1,350 employees of staff in Germany and abroad
- ▶ 34 branch and regional offices
- ▶ Gross advertising revenues of approximately 560 million euro
- ▶ Advertising space vendor in 12 countries
- ▶ Specialises in every type of advertising medium outside the home – from traditional billboard advertising to street furniture, transport media, and electronic media

Implementing partner

com:con solutions GmbH, Hanau/Cologne
www.com-con.net

CAS genesisWorld

- ▶ Professional customer management
- ▶ Supports internal processes, increases efficiency
- ▶ Specially designed to meet the needs of SMEs
- ▶ Very good price-performance ratio
- ▶ Flexible, integratable, extendable
- ▶ Established product – winner of several awards
- ▶ Over 100 CRM specialists provide on-site support

and task list for organising customer events. As soon as the contract is signed, the sales department passes the information to planning, where the project now appears as a campaign. Additional information is added at this stage, for example the booking of advertising spaces.

Employees value the central control of marketing and sales

“Now we can control all our marketing and sales activities on a central interface,” explained Reufels. “That is a major advantage in an industry where we need to be able to react quickly and flexibly to customers’ requests.” This is why acceptance of the system is very high. “Every day, every employee of staff sees the benefits of the system when it comes to customer service and dealing with cooperation partners.

Expansion planned

“Our previous system for exchanging information between the marketing headquarters and the branches was no longer meeting the demands of today,” continued Christiane Reufels. “With CAS genesisWorld it was possible to consolidate our marketing department and provide information throughout the company.” These improvements are valued not



The company's headquarter in Cologne

just here at the headquarter, but also in the sales regions, because the information now flows in both directions. The expansion of the CRM system continues: the first project is to fully integrate Microsoft Outlook including the appointments scheduling system; furthermore the system will also be linked to the SAP merchandise management system and to the Call Centre in Frankfurt am Main. “We are very happy with our customer information system”, concluded the CRM specialist. “We have no hesitation in recommending CAS genesisWorld!”