

Optimal communication in the interest of customers



Customer

Gneuss Kunststofftechnik GmbH

Industry

Manufacturing

Location

Germany

Solution

Sage CRM

"In addition to our patented filtering units, we sell our measurement technology worldwide. Just a few days after placing an order, any customer should have our pressure and temperature sensors in their hands, even if it requires customization. That's why perfect communication management in all departments is essential for us. From processing, to product management through to the sales force - with Sage CRM, all employees have all the information available at all times, and smooth processing of customer orders is guaranteed," said Kai Gottwald, Assistant to the Board of Management

Optimal communication in the interest of customers

Since its foundation in 1983, the family-owned company Gneuss Kunststofftechnik GmbH (Ltd.) has been developing and producing filtration systems for all types of polymer melts. Now the company is a global market leader in the field of process- constant filters, with headquarters in the German North-Rhine Westphalian town of Bad Oeynhausen, with a subsidiary in Matthews, USA. Its Processing and Measurement Technology businesses are also successful worldwide.

Kai Gottwald explains why the use of professional, award-winning Sage CRM software is of huge benefit to the company, "Our aim was to optimize sales in Measurement Technology with the aim of boosting customer numbers. When many people from all the various departments work together, it is important to gain an oversight of the customer and their wishes in the shortest amount of time.

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Kai Gottwald,
Assistant to the Board of Management

Challenge

With a global customer base and the need for perfect communication management in all departments, Gneuss Kunststofftechnik recognized the need for a solution that would support their business objectives.

Solution

Sage CRM and transparent communications with customers and between departments, has helped to optimize sales and boost customer numbers.

Results

Using Sage CRM, each Department is now up to date at any time and business processes have become more transparent, easier to follow and structured. There is now a common platform that everyone can access and on-site conversations, phone calls and emails are easily documented in Sage CRM.

‘On-site conversations, phone calls and emails - every contact with the customer is documented in Sage CRM, and this way important information is never lost and is clear to all relevant employees.’

Kai Gottwald,
Assistant to the Board of Management

Using Sage CRM, each Department is now up to date at any time. The process has become more transparent, easier to follow and structured. Before, everyone used to organize themselves, but now there is a common platform that everyone can access. This saves time and improves communication within the company. On-site conversations, phone calls and emails - every contact with the customer is documented in Sage CRM, and this way important information is never lost and is clear to all relevant employees.

We are excited about the smooth implementation of Sage CRM. All the master data from Sage Office Line was transferred within one day into Sage CRM, it integrated perfectly. Everything has gone very smoothly. Even on the day Sage CRM was rolled out, Gneuss employees were able to get straight to work with it. Everyone is very satisfied with the operation of the software.”

About Sage CRM

Over 15,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you're just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

Accelerate your business success with a free 30-day trial at www.sagecrm.com

