



How Kerschgens is revolutionising communication in a traditional industry

Kerschgens modernized its customer communication with VoiceLine: information now flows seamlessly between back office and field sales, customers receive tailored offers the same day, and the team saves around two hours of admin work per week. The result: faster response times and a noticeably improved customer experience.

About Kerschgens

The Stolberg-based family business Kerschgens Werkstoffe & Mehr has been a steel and metal service provider since 1876. With a wide range of steel, stainless steel, non-ferrous metals, reinforcing steel, pipes and leading perforated sheets in Germany. At the end of 2023, Kerschgens faced the major task of modernising its communication processes. It needed to implement a system that would seamlessly and efficiently organise the flow of information between customers, back office and field service, without relying solely on the introduction of a fully-fledged CRM system. The objective was to reduce response times and improve the quality of customer communication.

Content

About Kerschgens

Goal

Result



"The implementation of VoiceLine has not only enabled us to work more efficiently, but has also redefined the way we interact with our customers. We are proud to be pioneers in our industry with this innovative solution."

Manuel Krischel & Marcel Grendel
Site Manager & Sales Department

Goal: Establish an efficient communication system between customers, back office and field service

The objective was to create an efficient communication system that optimises the interfaces between customers, back office and field service. The introduction of VoiceLine was not only intended to minimise the documentation effort, but also to shorten communication channels and improve the flow of information in order to be able to respond to customer enquiries in a more precise and targeted manner and thus differentiate the company from the competition.

Result: Quantum leap from paper work to AI

By introducing VoiceLine, Kerschgens Werkstoffe & Mehr has succeeded in offering a fundamentally new customer experience. After the field service visit, customers receive customised offers from the back office on the same day. The information collected is available to sales management at regular intervals in AI-generated reports for evaluation in order to recognise overarching customer needs at an early stage. At the same time, the field staff are relieved of 2 hours of documentation work every week, as they have modern voice-controlled software at their disposal for tedious administrative tasks.

-2h

Weekly Documentation effort

30%

Faster processing time

How they did it: Simple data capture using voice directly on-site



Simple data capture by voice while travelling

Kerschgens' sales representatives use VoiceLine's voice input to quickly and easily capture information directly after and between customer visits. This means that all thoughts can be easily recorded while they are still fresh and nothing is forgotten.



Direct information flow to the back office

By forwarding the recorded information directly to the back office, customer enquiries can be answered more quickly. In addition, the more detailed documentation leads to fewer queries and enquiries can be answered more precisely.



Structured data analysis with AI

Kerschgens Werkstoffe & Mehr now uses VoiceLine's advanced AI to generate and analyse high-quality, structured sales information from spoken language. This allows data to be recorded efficiently, assigned to customer entries and analysed holistically in order to increase operational efficiencies and draw strategic conclusions.

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