

»Our goal was to work more flexibly and efficiently. We also wanted to make our customer relationships more transparent. Microsoft Dynamics CRM helped us to achieve these objectives.«

Irmgard Gröschl,
CEO, Deutsche Post Adress GmbH & Co. KG



Deutsche Post 

DIALOG MARKETING

Customer

DEUTSCHE POST ADRESS GMBH & CO. KG

- Deutsche Post Adress GmbH & Co. KG is a joint venture of Deutsche Post and the Bertelsmann media company. The market leader for address services employs 130 people at four locations. The company's customers include enterprises of all sizes from all industries. Under the "POSTADRESS" brand, the company offers its customers a wide range of solutions to update German and international private and business addresses.

PROJECT

- Introduce Microsoft Dynamics CRM

TECHNOLOGY PLATFORM

- Microsoft Dynamics CRM

Significant Cost Reductions Thanks to More Efficient Sales Processes

Initial situation Up-to-date addresses are an absolute necessity in today's business world. Without them, marketing campaigns might amount to nothing, or invoices may not reach the intended recipient. In either case, companies lose money – not to mention the damage that their reputation suffers. But even maintaining mid-sized address databases can be a daunting task. So why not hire an external service provider? Deutsche Post Adress is the market leader in this area. Under the "POSTADRESS" brand, the company offers its customers a wide range of solutions to update German and international private and business addresses. Deutsche Post Adress is the exclusive marketer of data from Deutsche Post's change-of-address orders, meaning that it receives new addresses first-hand, directly from the people who are moving. If an address can't be confirmed, Deutsche Post Adress' "Adress Research" address determination service saves its customers any additional research with the authorities. "We support companies by helping them update their address databases. Given that over eight million people move and around 850,000 people pass away every year, these updates are absolutely vital for maintaining the value of customer databases and avoiding the extra costs arising from returns," emphasizes Irmgard Gröschl, CEO of Deutsche Post Adress. Data protection and data security play a prominent role.

Requirements For a long time, Deutsche Post Adress used CRM software from a provider that specializes in SMEs for its sales and marketing activities. As the company did not update the software during its operating life, the system was somewhat outdated. "We had a choice: We could either install an enormous update, or we could start looking for a new solution. The effort involved was the same in both cases," Gröschl explains. However, the conditions have changed: Today, Deutsche Post Adress uses a homogeneous IT landscape that is primarily based on Microsoft technologies. Additionally, with arvato systems GmbH, the Bertelsmann Group has an experienced IT service provider specializing in Microsoft Dynamics CRM. ↘

»With Dynamics CRM, we have long-term investment security. The open, flexible technology makes it possible to implement new requirements quickly and cost-effectively. In a dynamic market like address services, this is absolutely necessary for survival.«

Irmgard Gröschl

From a technical perspective, there were also a number of factors that spoke in favor of the Microsoft solution. For this reason, Deutsche Post Adress decided to change systems. "We liked the interaction with Outlook and the offline synchronization of customer data for our field sales personnel. Additionally, Dynamics CRM was relatively easy to adjust to our individual needs, and it also met our security requirements," says Gröschl.

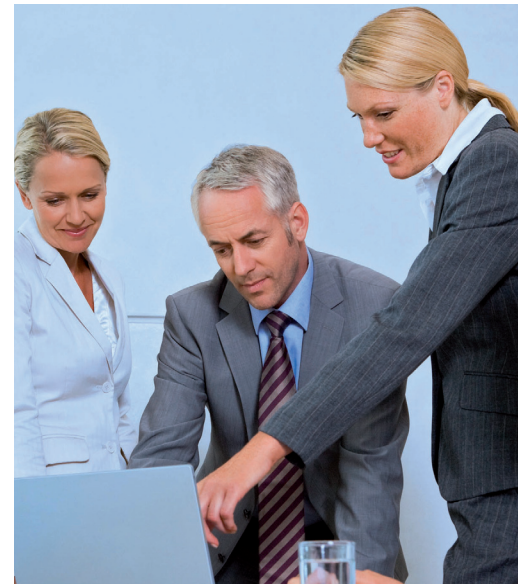
Results In the run-up to the introduction of the software, Deutsche Post Adress formed interdisciplinary work groups in order to determine the company's requirements. "It's important for our employees to be able to access all customer information. Which customer did we write to when, and regarding what issue? Who placed an order, and when? These are important issues in our day-to-day business," Gröschl explains. Previously, information such as a customer's order history was manually maintained in Microsoft Excel. If customers had questions, searching those lists could take quite some time. "Today, every address delivery is recorded in Dynamics CRM. The information is available immediately to all employees with the necessary permissions," she says. The results of data protection tests are also stored in Microsoft Dynamics CRM in a similar manner. Adjustments were made to the business processes, including the addition of special processes for mailings and trade fair planning. "The information we have at our disposal today is much more extensive. Every salesperson can immediately tell whether customers have received a certain mailing or whether a conversation took place at a trade fair," Gröschl explains. An interface with the SAP company software provides Microsoft Dynamics CRM with up-to-date customer sales figures. The ability to weight potential orders based on likelihood makes it possible to reliably predict future turnover. At the same time, sales personnel are better able to recognize customer potential.

Any questions? Please contact us.

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As a global systems integrator, arvato systems implements tailored, industry-specific, and custom-developed solutions in addition to standard software. 1,700 dedicated employees work at the company's 25 sites throughout the world. Our customers appreciate the combination of extensive industry expertise, technological knowledge spanning all manufacturers, genuine partnership, and true entrepreneurial spirit. With our range of products and services, we help pave the way for your business success.



An Overview of the Case

INDUSTRY

- Service provision

BENEFITS

- Works more efficiently and flexibly with increased transparency in customer relationships
- Easier to identify customer potential
- Improved central business processes
- Simpler documentation of the entire sales process