

Success Story

**HAGEDORN**



**CAS** genesisWorld

CRM + AIA® for small and  
medium-sized enterprises



# A progressive CRM

## holds it all together

Setting standards - that's the expressed aspiration of the Hagedorn company group. The expert in demolition, disposal, civil engineering, and site revitalization is also an industry pioneer when it comes to digitalization. With CAS genesisWorld, the company optimizes its sales processes.

In 1997 in Gütersloh (Germany), Thomas Hagedorn founded his demolition company with one excavator and one low-loader. 25 years later, about 1,500 employees work for the Hagedorn company group. Today, Hagedorn is one of the top 4 demolition companies in the world and the expert for the systematic dismantling of buildings and plants of any size. The company operates in all of Germany and stands for modern technology, thought-out planning, prudent implementation, and high reliability. The company has been growing, particularly since 2018. In only four years, the number of employees more than tripled. This growth required a system that can connect the many actors from different fields. Since 2021, the Hagedorn team utilizes the Customer Relationship Management (CRM) solution CAS genesisWorld as its platform for collaborative work.

### A better view of your customers

"Especially our sales team in the dismantling sector wanted a CRM system," reports Linda Gudwitz, who is responsible for the back office in the calculation sector at the Hannover (Germany) location and is a key user of CAS genesisWorld. The dismantling sector at Hagedorn is decentralized with four regional GmbHs, which operated very self-sufficiently in the past. "The exchange was not ideal. For example, sometimes an order was canceled due to missing capacities even though there were surplus capacities in the neighboring region. Or different units submitted uncoordinated quotes for the same order. We needed a digital solution that creates transparency, holds the sales

## HAGEDORN

### Industry

Construction Industry

### Goals/Requirements

- A platform for all different company sectors
- General transparency for self-sufficiently acting, regional subsidiaries
- Common sales process
- Customer consistently in focus
- Analyses, business analyses
- More expansions in the wind service and re-powering sectors

### Benefits and advantages

- Intuitive usability that excites even users who are not IT-savvy
- Reduced research efforts, proactive assistants, and a better view of customers thanks to efficient, partly-automated processes
- All-in-one platform that connects valuable company knowledge and information and integrates into the existing system landscape (ERP)
- Continuous increase in efficiency and focused customer service through reduced organizational efforts, intelligent assistants (AIA®), business metric widgets, dashboards, reports, and so on
- Ideal self-service: everyone is self-organized and can access all relevant information in the CRM system

process together across all units, and, as a result, consistently moves the customer into the center of our actions," Gudwitz says. They also wanted to improve their evaluation possibilities: "Our data were stored in Excel lists scattered across different drives. Business analyses were



cumbersome. You first had to call every unit to get data. A new system was supposed to be able to improve the view of the customer for the entire company, manage opportunities efficiently, and reduce research efforts."

### Usability excites

Hagedorn chose CAS genesisWorld to fulfill these tasks. During the selection process, the CRM system did not only meet the mentioned requirements but also excited the company with intuitive usability. "CAS genesisWorld is very uncluttered, easy to understand, and just intuitive," Gudwitz emphasizes. "Even users who are not IT-savvy immediately know how to achieve their goal." During the implementation, the CRM solution was customized to fit Hagedorn's needs and then integrated into the existing IT landscape. All commercial data from the existing ERP system BRZ are available via an interface, and the users do not need to switch between software. The great communication during the sales process and the strong support through the CAS Partner, ACP IT Solutions GmbH, were also deciding factors besides the competitive pricing model.

### Focused sales with rental licenses

„The chance to first start with rental licenses was ideal to put the new system through its paces before making the final investment decision," Gudwitz underlines. She describes how CAS genesisWorld has eased the sales processes of the dismantling and civil engineering sectors since its implementation: "My office receives the requests. In the past, I had to enter the customer and project data into up to three Excel files. Now, I record the basic information once in the digital customer dossier: contact person, contact data,

## CAS genesisWorld

### Project data

- CAS genesisWorld Platinum Suite
- Integration with the BRZ ERP system and the `skejlo` ACP industry module

### Customer

- Hagedorn Management GmbH, [www.ug-hagedorn.de](http://www.ug-hagedorn.de)
- Expert in demolition, renovation, disposal, and recycling from civil engineering to revitalization
- Established in 1997
- Around 1,200 employees

### Project partner

- ACP IT Solutions GmbH, [www.acp.de](http://www.acp.de)

### CAS genesisWorld

- Benefit from corporate processes and access the latest customer data in one central CRM + AIA® solution
- Professional customer management increases efficiency
- Specially designed for the requirements of SMEs
- Mobile CRM solutions with CAS SmartDesign for smartphones, tablets and browsers
- Very good price-performance ratio
- Flexible, easy to integrate, extendable
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- Being used successfully by more than 30,000 companies

project cornerstones, deadlines, and so on. When the order then continues to the next step, the so-called calculator - who is an experienced team member that checks, calculates, and decides the feasibility - they can already access all relevant information at their digital workspace. If an existing customer has made the request, the contact's entire history is available, including previous orders, quotes, and communications. "The CRM solution is our digital memory and offers a 360° overview of our customer relationships to all sectors," Gudwitz explains.



» CAS genesisWorld is the brace that holds all units together and is beloved by all. «

Linda Gudwitz, Backoffice Calculation, and key user

After the request is checked, it is further processed as an opportunity. In all further steps, which can include project implementation, all information is seamlessly shared. Thus, CAS genesisWorld is the central platform for all processes. The company does not have to record or manage data twice. All users have the perfect overview in their personalized dashboard: what is my current task? Are there any open requests? Who does what? Is data missing? Integrated digital assistants support users by automatically reminding them of deadlines. Gudwitz thinks these features represent the ideal self-service: "Everyone organizes themselves, and the CRM provides them with all they need."

### Analyses at the touch of a button

The other Hagedorn companies can also access the opportunities. This creates transparency. Users can finely differentiate data according to custom criteria: for example, customer information according to different roles, such as contracting party, public authority, building owner, appraiser, or subcontractor. This way, management can access detailed reports at the touch of a button. "The CRM solution connects all relevant information



even for complex projects. This has massively reduced our research efforts and ensures that all potential sales can be identified and best exhausted," Gudwitz says. The option to use filters to create views and lists has also proven useful in practice: "For example, I can filter out all opportunities with a chance less than 50% from the past half year and release the resulting list to my colleagues." The map view developed by ACP offers a handy "bird-eye view" via which you can see at a glance which opportunities and projects with which status are currently running in Germany. "The further expansion plan envisages the partial integration of the 'skejlo' ACP industry module and the modeling of plots," Ms. Gudwitz continues, "which is an ideal function for our wind service and re-powering sectors."

» The implementation of CAS genesisWorld has unified and simplified many processes and significantly decreased our daily workload. Ultimately, this has positively improved our company structures. «  
summarizes Linda Gudwitz



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