

## Customer Management with Intrexx

# More than a “normal” CRM: Modern customer management with Intrexx

### Schütz Dental

Schütz Dental is one of the leading manufacturers of dental products worldwide. Today, Schütz Dental is one of the few companies in the industry which supplies both the technical and the medical segment of dentistry with high-quality products. As an innovative company with its own R&D resources, it is able to offer cutting-edge products and systems.

### Requirements

In the past, obtaining all information on a customer quickly was often no easy task. This presented a considerable problem, especially to field staff, as such data is absolutely necessary for working with the customers efficiently. The situation was to be improved by introducing a high-performance CRM system that was to provide a clear overview of all customer data. All master data for existing customers was to be continuously transferred from the ERP system into the new CRM system and it was to be possible to enter new prospects in the CRM system for further processing. In addition to that, employees were to be enabled to assign customer data stored for accounting purposes to their customers so as to provide a strategic overview.

### Solution

Schütz Dental opted to establish a comprehensive customer management system based on Intrexx CRM Studio. The decisive factor here was the ease of connecting Intrexx to other systems, such as SAP or Lotus Notes. Furthermore, Intrexx is web-based, which allows to provide field staff worldwide with all information quickly and easily. In cooperation with the Frankfurt-based consulting company EasyTransfer, all customer-relevant areas were gradually integrated into Intrexx. In addition to general customer data, such as the company's address, profile and contact persons, the portal now also provides information on the customer's competitive situation, financial situation and key credit figures. In this way, the employees can obtain all important information on “their” customer with just a few clicks. Now, meetings with customers can be prepared both quickly and efficiently; the current status of customer projects can be viewed at all times. Besides, all information can be connected to workflows. In this way, it is also possible to assign tasks to field and office staff directly via customer management – along with reminders and escalation measures. The fact that Intrexx makes it so easy to integrate external data proved an especially lucky circumstance. This allowed all current customer, document and article data to be transferred from the ERP system and the data warehouse to Intrexx in no time at all.

### Benefits

- Powerful customer management
- Comprehensive information system
- All information at a glance
- Flexibly adaptable
- Portal system can be enhanced as needed



**Company:** Schütz Dental GmbH  
www.schuetz-dental.de

**Location:** Rosbach, Germany

**Industry:** Dental

**Annual turnover:** 27 million

**Employees:** 150

**ERP system:** GSD

**Products and services:**

Intrexx  
Intrexx CRM Studio  
United Planet technical literature

**Partner:** EasyTransfer e. Kfr.  
www.easytransfer.de



*“With Intrexx, we managed to fit the square peg into the round hole! The combination of classical CRM functions and a comprehensive information system enabled us to establish a complete sales and distribution portal which can do much more for us than a normal CRM.”*

Christian Jäkel, Schütz Dental Group CFO  
and authorised signatory