

# CASE HISTORY



## Kisling

### The company

**Kisling**, established in Switzerland in 1862, is to this day one of the main producers of high-quality stickers and sealants for almost every industry field, OEM components and specialized commerce. Today, the company is active worldwide and thanks to the continuous development of new solutions developed to satisfy every sticker and sealant's application demand, Kisling puts the customer first.

**+50**  
employees

**2 Countries**  
Switzerland, Germany

**+40**  
Dynamics 365  
users

### The success story

Kisling presented the necessity to **centralize all information** regarding customers, marketing campaigns' creation and sales' opportunity, in a **single easy-to-use solution**. One of the company's goals was also to reach **optimal sales process management** through the **integration with the ERP system**. For this reason, with Würth Phoenix's support and consultation, the company implemented Microsoft Dynamics 365 - CRM with two modules:

- Sales: to obtain an in-depth view of the sales flow as a whole;
- Marketing: to create marketing campaigns and foster lead generation.

Choosing the Microsoft Dynamics 365 - CRM, Kisling benefits with **automated processes** defined according to the company's necessities.

### The words of...

**Dirk Clemens, CEO & CRM Project manager**

*"The CRM allows sales processes to be streamlined and clearer and allows more reliable sales predictions."*

### Business outcomes

- Increase in efficiency resulting from better structured daily activities;
- Global view of its own customers with information, in-depth analysis and control on the support process, to ensure more meaningful conversations and guide technicians worldwide;
- Employees are familiar with the Microsoft technology and have positively welcomed the solution because of its easiness-to-use;
- Thanks to the solution's flexibility, more opportunities are possible in the years to come.