



IndustrieHansa goes from strength to strength

Investment in methodical customer management and a boost to management numbers

Munich. IndustrieHansa Consulting & Engineering GmbH continues to invest in the future in tough economic times. IndustrieHansa, which is one of Germany's leading engineering service providers, is currently introducing SuperOffice CRM, modern software for methodical customer management. The company has also increased its management team by 20 over the last 12 months, modernized its website and implemented a long-term development program for management-level staff.

By introducing the SuperOffice solution, IndustrieHansa is actively responding to dynamic developments in its core automotive, aviation and energy markets. "Globalization, the ever more complex nature of customer projects and interdisciplinary projects require us to bring together what in the past have been isolated processes," says management team member Hans Egler with regard to investing in the company-wide CRM system. The new system should also improve transparency in sales and by providing up-to-the-minute information, help to optimize customer service, safeguarding customer relations in the long term. IndustrieHansa followed a process-controlled selection procedure before selecting the CRM solution from SuperOffice GmbH.

René Esser, Managing Director, believes that IndustrieHansa's anticyclical investment policy highlights the strategic goal of preparing for the growth opportunities of tomorrow today. "Through such investment, we are consistently improving our ability to offer customers better support in facing up to current and future challenges."

IndustrieHansa

IndustrieHansa is based in Munich and is one of the largest engineering companies in Germany. It focuses on the automotive, aviation and energy industries. IndustrieHansa was founded in 1977 as a classic service provider and in the last 30 years has become one of the recognized suppliers of high-quality services along the value-added chain of target markets. The company currently employs around 850 highly qualified members of staff in product development and the entire production process. One of IndustrieHansa's unique selling points is the consistent use of synergies between consulting, training and engineering to satisfy customers' constantly growing requirements in terms of quality, flexibility and adherence to deadlines. The company can look back on more than 20 years of experience in the aviation industry and is part of the elite circle of suppliers who undertake development and supervise series production of aircraft programs for EADS and Airbus. IndustrieHansa also has extensive experience in the automotive industry. Its long-standing customers include all the renowned automotive manufacturers and tier 1 suppliers. In the energy industry the company is involved in both conventional energy generation and the development and use of renewable energy.

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