

Your CRM.

Fascinatingly simple.



OKI



SVB



**ASYS
GROUP**



KOSTAL



**CONCRETE
LOGISTICS**



PTV GROUP
the mind of movement



MS MOTORSERVICE



AZ OCULUS®



Stressless



Almdudlee



UNTHA
shredding technology



SANOFI



FSL
ladenbau

Customer references

More than 300 customer success stories



Customer Centricity:

Forming relationships – inspiring people

CAS Software AG is the leading expert in customer relationship management for small and medium-sized enterprises (SMEs). More than 300,000 people work world-wide with our smart relationship management solutions. Specially designed to support the Customer Centricity company philosophy, the CAS SmartDesign® Technology is integrated into CAS genesis-

World. Customer Centricity enables a 360 degree overview of your customers as well as ensuring extraordinary relationships and unique customer experiences. Ten of our customers were awarded the CRM Best Practice Award for their particularly successful CRM projects.

Here are some of our delighted customer stories



» Our central xRM and Customer Centricity system helps us to be the No. 1 service partner for our customers, prospects and suppliers. «

Stefan Ives
Managing Director,
MS Motorservice International GmbH



Sector: Automotive Industry



» With the help of CAS genesisWorld, we can now convey the Almdudler life-style more authentically, and accelerate our expansion across our national borders. «

Sabine Steindl
Project Manager Finance,
Almdudler-Limonade A&S Klein GmbH & Co KG



Sector: Food and Consumer Goods



» Since rolling out CAS genesisWorld we have become more sensitive to the real needs of our customers and partners, because of improvements in efficiency and the time-saving benefits of a CRM support solution: our customers can sit back and relax. «

Christophe Hilge
Digital Manager,
Ekornes Möbelvertriebs GmbH



Sector: Industry and Manufacturing



» Streamlining our individual workflows saves us so much time. We have significantly increased our sales which up until now we achieved with the support of CAS PIA. «

Frank Meyer
Authorized agent,
SVG Assekuranz-Service Westfalen-Lippe GmbH



Sector: Banks, Finances and Insurances



» Since implementing CAS genesisWorld, we benefit from a much more precise overview of our data, we can keep an eye on all our figures and we know exactly how much time we need for each conversation with prospects. «

Koen Snoeys
B2B-Manager,
VAB NV



Sector: Organizations and Associations



» Everything to do with the customer is stored in the customer dossier, their preferences, their interests and all their correspondence with us. CAS genesisWorld supports our employees in almost all work processes. «

Owen Tully
IS Business Development Manager,
OKI Europe Limited



Sector: Industry and Manufacturing



▼ CAS SmartDesign® Technology ensures a consistent look and feel on all mobile devices.



» Thanks to CAS genesisWorld we can see the level of customer service and where any problems may lie. Being able to access the right information quickly, means we can move to a decision with confidence. This builds trust and improves customer relationships «

Gonzalo Larrain
Information Solutions Manager
Sanofi-aventis Chile



» Our hospital has multiple touchpoints, such as opticians, insurance companies, authorities, and others. Thanks to CAS genesisWorld, we can now better analyze and evaluate these business relationships. «

Arnold Sterk
Business Development
Oogziekenhuis Zonnestraal



» CAS genesisWorld helps to transform our customers' requirements and wishes into tangible customer experiences on a daily basis. «

Koye Rhodes
CEO
Concrete Logistics Ltd.



» CAS genesisWorld helps us to improve the quality of our contact data, increases interdepartmental efficiency, maps company processes as well as providing optimal sales support through its mobile solutions. «

Oliver Schmidt
Project Manager BI / CRM
OCULUS Optikgeräte GmbH





» CAS genesisWorld enabled us to unite a number of stand-alone IT systems. This system integration has given us a consistent and cross-company xRM system which significantly improves cooperation within our company and with our international subsidiaries. «



Customer since 2009



Customer since 2005



Customer since 2013



Customer since 1986



Customer since 2008



Customer since 2012



Customer since 2009



Customer since 2011



Customer since 2008



Customer since 2009



Customer since 2011



Customer since 2012



Customer since 2011



Customer since 2009



Customer since 2010



Customer since 1999



Customer since 2012



Customer since 1997



» Implementing CAS genesisWorld really paid off for us. The new way of working is more efficient, transparent and intelligent than ever before. «

Daniel Gleichauf
System Administrator and CRM Project Manager
Ebner Stolz Mönning Bachern



Sector: Consulting, Tax and Auditing Services



» Without our CRM and its varied functionality, we would no longer be in a position to meet the diverse, customer-specific requirements we face on a regular basis. CAS genesisWorld helps to bring more efficiency into our daily work. «

Marc Bloch Sommer
Managing Director,
Swisslex - Schweizerische
Juristische Datenbank AG



swisslex
Sector: Services



» We decided on CAS genesisWorld because of the excellent support it gives in respect to international sales. As a global player we have to apply our expertise simultaneously across multiple locations and CAS genesisWorld helps to make this easier. «

Christian Walther
Head of Sales, Deutschland,
DELO Industrie Klebstoffe GmbH & Co KGaA



Sector: Publishing



» As a global company we required a flexible CRM solution. CAS genesisWorld dynamically supports and ensures the continued smooth operation of our company processes. Project management transparency helps to save time which we can then invest in our customers. «

Martina Becker
Sales Controlling and Administration,
Georg Sahn GmbH & Co. KG



Sector: Mechanical Engineering



» Quality is our number one goal – and customer relationship management with CAS genesisWorld is no exception. «

Blago Cujjak
Head of IT,
FEAL d.o.o.



Sector: Industry and Manufacturing



» Designing and keeping up with international processes is a challenge that we have mastered with CAS genesisWorld. All of our documents and processes are consistent across all our sites, because we all work with the same software. We can press ahead with our international expansion, because our professionalism is our common foundation. «

Fritz Goetz
Head of Sales,
SimonsVoss Technologies GmbH



Sector: Industry and Manufacturing



» We required a CRM solution which could take the international scale of our operations in its stride, from Atlanta to Shanghai. CAS genesisWorld helped us to implement all our CRM goals and processes worldwide and also optimize our customer focus. «

Klaus Bronner
Director IT,
ASYS Automatisierungssysteme GmbH



Sector: Industry and Manufacturing



» The most important factor for us is to ensure long term customer satisfaction. I cannot imagine better technical support than CAS genesisWorld. «

Jorge Leuschner
CEO,
MHS Truck & Bus SRL



Sector: Transport



» We've reached the point where CRM has become a holistic information tool for us, thanks to our newly established lead management process and marketing automation. «

Gabriele Geiger

Manager Sales Support & Marketing,
PTV Planung Transport Verkehr AG



the mind of movement

Sector: Information Technology



» We were looking for a CRM solution which would provide more than just the usual sales functionality. Using CAS genesisWorld we could apply customer centricity to help make the full extent of all our customer relationships visible, offer personalized services and maximise potential. «

Fabiana Barros da Silva

Sales Support,
KOSTAL Solar Electric GmbH



Sector: Utility company



» Since using CAS Research everyone is kept well-informed and able to give expert advice. The efficient, interdepartmental cooperation helps to relieve our project teams of time-consuming organizational work, thus making room for more important tasks. The potential of this software and the support that our management team has been given surprises me constantly! «

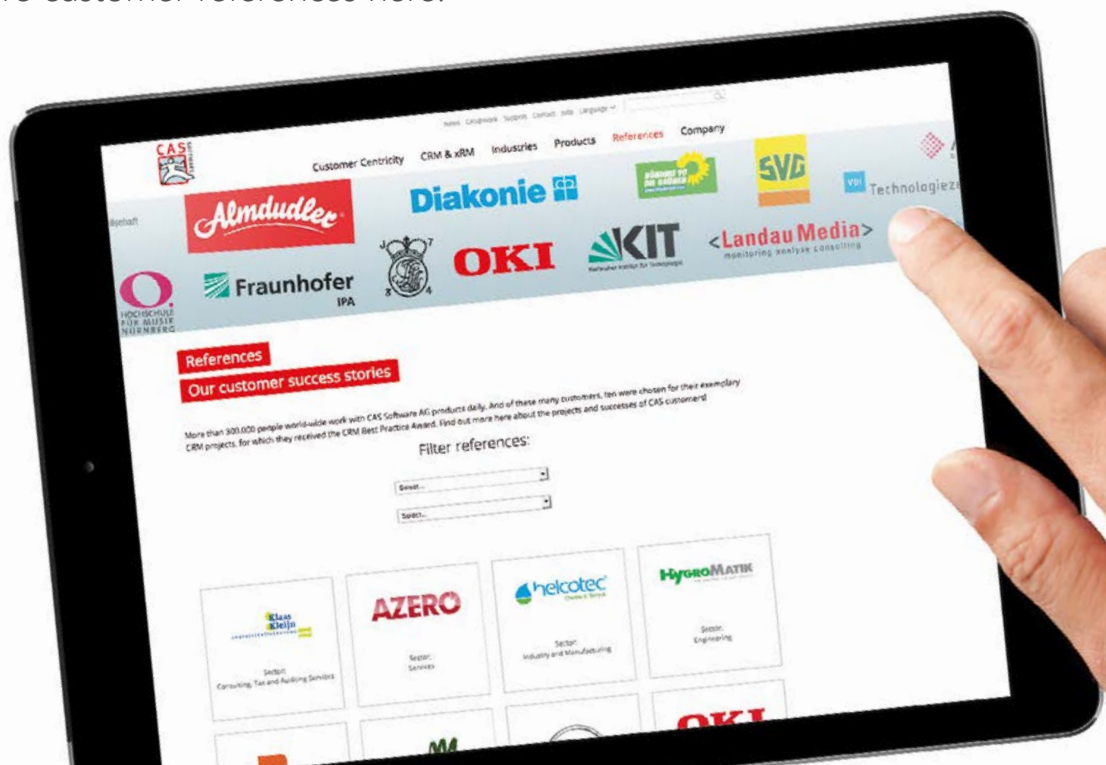
Marta Carapuço

PhD, CEDOC Manager,
Universidade Nova de Lisboa



Sector: Universities

You will find more customer references here:



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