

Reference

ORIGINAL  
**euroform** W<sup>®</sup>

» With CAS genesisWorld we have succeeded making our communications more efficient. All the information related to the sales process is now visible at a glance. «

Josef Steger, Manager

**CAS** genesisWorld

xRM and CRM for small and medium-sized companies



» With CAS genesisWorld we can map our marketing processes more effectively. Making adjustments to processes ourselves in the CRM is easy. «

Astrid Zingerle, Marketing

**euroform** ORIGINAL **W**®

#### Industry sector

Industry, open space elements

#### Requirements

- Management of sales agents
- Visual mapping of sales management processes
- Follow-up system
- German and Italian user interface
- Easy customization
- Replace Harmony CRM

#### Benefits and Advantages

- Targeted development of sales opportunities thanks to increased transparency from acquisition to completion
- Effective marketing via classification at company and contact level, reinforced by ERP sales figures
- By integrating into ERP, address changes in ERP are automatically updated in CRM
- Comprehensive, chronological digital customer files enable optimum tailoring of consulting
- Effective relationship mapping to national and international sales agents
- Always in view: product catalogs provided to customers by sales agents
- Product training is planned and conducted efficiently

**CAS** genesisWorld

#### Project data

- CAS genesisWorld Suite
- Integration with sage ERP b7

#### Customer

- euroform K. Winkler GmbH  
www.euroform-w.com
- Production of open space elements, design of urban space
- International success
- Founded in 1965
- Headquarters in Italy

#### CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed for the requirements of SMEs
- Mobile CRM solutions with CAS SmartDesign for smartphones, tablets and browsers
- Safe data through mature, multi-stage legal system
- Very good price-performance ratio
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- Being used successfully by more than 20,000 companies

### Contact and Consulting

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 **CAS CRM**  
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