



Customer



Jessen PR

www.Jessen-PR.de

Number of employees: 1

Industry: Services / communication, press and media work

Customer profile

Jessen-PR supports small and medium-sized enterprises, predominantly in the IT industry, through the provision of regular press and media services, the creation of marketing information and website texts.

Products

- ▶ CAS PIA

Send your press releases, mail merges and customer news - quickly and easily

"With the help of GID our project partner, CAS PIA was up and running in under an hour. After a brief explanation from GID, we managed the smooth transfer of all our existing address stocks, which consists of several hundred entries. Once you have had an introduction to the solution, creating and sending mail merges, even for people with no experience of CRM systems, is as easy as creating Word texts and this has now made mail merges a routine task."



Doris Jessen, Journalist Corporate Communications

Requirements

- ▶ Address management
- ▶ E-mail merges
- ▶ Secure data storage
- ▶ Web-based access from diverse mobile devices and various locations, for example, while travelling on business

Benefits and advantages

- ▶ Operational in under an hour
- ▶ Intuitive to use
- ▶ Personalized distribution lists
- ▶ Maintains contact data in seconds
- ▶ Sends at the touch of a button
- ▶ Check sent e-mail through Microsoft Outlook®

Partner



gid GmbH

22850 Norderstedt

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www.gid-gmbh.de

Solution

Jessen PR issues personalized press releases and customer news simply and quickly. We decided on the CAS PIA Web-based solution, because it is easy to set up and intuitive to use. In addition, it offers an excellent price-performance-ratio without the drawbacks of long term contract commitments.



CAS CRM

A SmartCompany of CAS Software AG

CAS Software AG

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