



Customer



LS telcom AG
www.lstelcom.com
Number of employees: 240
Industry: Software, IT services

Customer profile

The LS telcom AG headquarters are situated in Lichtenau (Baden), it has subsidiaries in Canada, China, Dubai, France, Great Britain, Hungary, Oman, South Africa and the USA. The company has been offering consulting services and system solutions related to the efficient use of the radio frequency spectrum across all broadcast services since 1992.

Products

- ▶ CAS genesisWorld Premium
- ▶ Marketing pro module
- ▶ Report module

Partner



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CRM software as a basis for flawless communication

"Success is based on quick and efficient communications. To ensure smooth communications, every employee requires constant access to comprehensive information on customers and projects as well as current analyses. CAS genesisWorld guarantees this."



Heiko Ross, Head of Sales & Marketing

Requirements

- ▶ Structured customer and project history
- ▶ Management of customer references
- ▶ Displaying reference marketing
- ▶ Sales and marketing support
- ▶ Campaign management
- ▶ Forecasting
- ▶ Sales and marketing controlling

Benefits and advantages

- ▶ Qualitatively better customer care through constantly well-informed employees
- ▶ Categorizing according to different criteria enables a quick overview of available references
- ▶ Easy planning and structured implementation of marketing campaigns
- ▶ Control and evaluate your sales activities effectively

Solution

With CAS genesisWorld, LS telcom AG has built an excellent foundation to ensure that its employees are always well-informed. The user-friendly search and filter functions make searching for acquisition references easy. Current evaluations are available to the sales team at the touch of a button, which helps to manage customer business more effectively.



CAS CRM
A SmartCompany of CAS Software AG

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