



### Customer:



De Graaff Carrosserie  
www.degraaff-carrosserie.nl  
Industry sector: transport

### Customer profile

Founded in 1906, De Graaff Carrosserie is today the expert for distribution and transport solutions. De Graaff Carrosserie delivers professional transport solutions and offers a wide range of diverse box-bodies for trucks, such as Saxas and Kiesling. The owner of the company is Ton de Graaff.

### Products in use:

- ▶ CAS genesisWorld
- ▶ Mobile Apps module

### Partner:



Two Visions B.V.  
Utrecht  
Phone: +31 (0)30 267 67 37  
www.twovisions.nl

## All sales data easily registered in one customer system

"After searching for a tailored CRM solution for months, a well-known contact in Germany recommended CAS genesisWorld to us. We have now been working with the solution for more than a year and are really happy with this recommendation. CAS genesisWorld offers us a complete solution from quote creation to project management processes - clearly structured, user friendly and time saving."



Ton de Graaff, Managing Director and Owner

### Requirements

- ▶ Improve all processes from purchasing and sales to registrations
- ▶ Have all important information from customers with different products clearly displayed
- ▶ Access sales data online and via mobile devices
- ▶ Document management
- ▶ Integrated e-mail client
- ▶ Groupware (tasks, calls)

### Solution

During the selection process we focused on finding a system that includes all customer contact functions in one solution. To ensure smooth and correct sales processes, we needed all important customer data right at hand. We also wanted to be able to record everything for support enquiries and after sales service. The CAS genesisWorld groupware solution offers all the necessary functions (e-mail, calendar, task). And we do not need to install a separate contact management tool.

### Benefits and advantages

- ▶ All customer data is centrally stored
- ▶ Every product is stored in the CRM system including sales information, such as prices and descriptions
- ▶ E-mail functions are integrated in the system and archiving can be done with one click
- ▶ All offers are saved in the document archive
- ▶ All communication with our suppliers is recorded
- ▶ The customer dossier offers a total overview of the sales, support and contact history
- ▶ New appointments can be scheduled from anywhere with the iPad app
- ▶ All opportunities can be changed from anywhere
- ▶ Future benefits: improved overall workflow, from opportunities to CAS genesisWorld projects



CAS Software AG  
CAS-Weg 1 - 5  
76131 Karlsruhe, Germany  
Phone: +49 721 9638-188  
CASgenesisWorld@cas.de  
www.cas-crm.com