

Reference



**CAS** genesisWorld

xRM and CRM for small and medium-sized companies





» In CAS genesisWorld we found software solution which met all our specific requirements for consistent data management and storage. «

Michaela Zickmantel, Sales



## Industry

Software development, IT

## Requirements

- Centrally manage addresses
- Provide contact specific and detailed documentation of all customer-related activities
- Support marketing campaigns
- Ensure the structured storage of customer product information and map projects
- Provide a variety of options concerning controlling and analysis

## Benefits and advantages

- Ensures consistent address management thanks to centrally stored data and smart duplicate merging functionality
- Enables high levels of transparency in the customer dossier with an overview of active products regarding product uses which, in turn, ensures optimal service and utilization of customer potential
- Detailed evaluations using georeferencing, for example, in heatmaps provide a clear and solid decision-making foundation
- Consistent project mapping using project templates makes teamwork and interdepartmental cooperation much easier
- Gives users the option of daily PDF reports on KPIs in your corporate design



## Project data

- CAS genesisWorld Premium
- Module: Exchange sync, Form & Database Designer, Geomarketing, Marketing pro, Report, Process template

## Customer

- GK Software AG  
[www.gk-software.com](http://www.gk-software.com)
- Software development for retail
- Founded 1990
- 840 employees

## 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
- Very good price-performance ratio
- Flexible, easy to integrate, extendable
- 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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