

Reference



» The involvement of all employees was instrumental in the great success of the introduction of CAS genesisWorld. In addition, the solution is very flexible which is achieved through the degree of individualization realized through the database and the App Designer. «

Torsten Meier, IT Manager

CAS genesisWorld

xRM and CRM for small and medium-sized companies



» Deploying the new solution has had a positive influence on our work processes. CAS genesisWorld helps us to better structure our extensive data, increase planning transparency and more accurately determine our customers needs. «

Torsten Meier, IT Manager



Industry sector

furniture, kitchens

Requirements

- Ensure the consolidation of planning and sales activities for the BAUFORMAT, Burger and bathrooms business units
- Centralized management of business activities
- Further development of processes and procedures
- Optimize the management of international sales and marketing

Benefits and Advantages

- Ensures maximum freedom in planning by including all modules as an all-in-one solution
- Depending on the tenant, the master data on all business customers is available in one application
- Simplified and better structured data thanks to categorization and smart filter and search functions
- High levels of transparency for relationship management, all relevant data is available through every workstation
- Management and administration of the regular in-house trade fair covering all phases from organizing the invitations to follow-up actions
- Effective project management: Deployment planning, early warning system, project controlling in product development

CAS genesisWorld

Project data

- CAS genesisWorld Suite Platinum Edition
- Interface to BI-Application Board

Customer

- Bauformat Küchen GmbH & Co. KG, www.bauformat.de
- 200 available kitchen fronts, multiple award-winning, international sales
- Founded 1929
- 360 employees

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed to meet the needs of SMEs
- Mobile CRM solutions based on CAS SmartDesign® technology for smartphones, tablets and browsers
- Secure data thanks to a sophisticated, multi-level rights system
- Excellent price-performance ratio
- Established product – multiple award-winning
- Over 200 CRM experts provide on-site support
- Being used successfully by more than 20,000 companies

Contact and Consulting



bpi solutions gmbh & co. kg
33659 Bielefeld
+49 521 9401-0
www.bpi-solutions.de



www.cas-crm.com