

Reference



**CAS** genesisWorld

xRM and CRM for small and medium-sized companies





» TH. Geyer has long been associated with providing effective solutions to your problems and this is also reflected in our company logo. We wanted to take this same approach regarding our requirements for a new CRM system. Together with CAS genesisWorld and our partner itdesign we managed to realize these guiding principles in our initial implementation project as well as being able to actively apply them when dealing with customers on a day-to-day basis. CAS genesisWorld helps us to deliver even better solutions to our customers! «

Dix Kaufner, Procurator and Branch Manager



### Industry Sector

Wholesaler for laboratory supplies, aromas and scents

### Objectives/requirements

- Replace Excel lists
- Work with consistent data in the various business units and across our international locations
- Increase completion rates by 10%
- Support structured inputs
- Integrate with our abas ERP system
- Apply a sophisticated rights system to grant trading partners partial access
- Enable remote working

### Benefits and Advantages

- Improved customer care as all relevant communication and interaction data is always current and available quickly through every workstation
- Easy flow of knowledge and cooperation throughout all business units as well as automated workflows and an ever-growing base of digitalized company knowledge
- Utilize cross-selling effects thanks to more transparent and easily searchable data.
- Viewing and direct editing of leads and customers by trading partners
- Closer and smoother cooperation with trading partners



### Project data

- CAS genesisWorld Premium
- Modules: Report, Survey
- Bidirectional interface to the abas ERP system

### Customer

- TH. Geyer GmbH & Co. KG  
[www.thgeyer.com](http://www.thgeyer.com)
- B2B laboratory supplies including aromas and scents for the food and cosmetic industry
- Extensive expertise in chemicals, analytic-, bio-technology, as well as the industrial and life science market
- Founded 1892
- 200 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
- Established product – winner of several awards
- Over 200 CRM experts provide on-site support
- Being used successfully by more than 20,000 companies

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