

Reference



CAS genesisWorld

xRM and CRM for small and medium-sized companies



» With CAS genesisWorld we have a centralized system with which we can analyze and link all relevant customer, supplier, product and statistical information. Two Visions takes the time to guide us step by step into the (digital) future. «

Daphne van der Hoeven, Commercial Assistant



Industry sector

Seeds and Plants

Requirements

- Centralized database for all relations
- One CRM for internal and external sales worldwide
- Mobile CRM (also offline)
- Segment customers for product interests
- Automatic process for follow up actions, Groupware for tasks, calendars and e-mail
- Seamless integration of Microsoft Outlook and with financial software, Management reports: Turnover, credit limit and budget

Benefits and Advantages

- Automated workflows have enabled us to save time with respect to routine internal organization tasks
- Complete 360° real time view of existing and potential clients with all relevant contact information including correspondence, phone calls, appointments as well as contracts and documents, even on the move
- The sales process has been simplified and opportunities of internal and external sales persons can now be constantly monitored (Sales funnel per region)
- Convenient Geomarketing for overview customers and prospects worldwide
- Smart segmentation: Interests of product groups registered at the customer

CAS genesisWorld

Project data

- CAS genesisWorld Premium
- Modules: Survey, Form & Database Designer, Report, Geomarketing
- Connection/Sync to financial system AccountView

Customer

- Evanthia B.V.
www.evanthia.nl
- Independent breeder, producer and seed dealer undertaken under West-European climatic conditions with modern facilities for seed technology
- Customers in the Netherlands and other Western European countries
- Employees: 50
- Users: 25

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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www.cas-crm.com