

Reference



CAS genesisWorld
CRM/XRM for small and
medium-sized companies





» With CAS genesisWorld and the seamless integration into our ERP software, we can transparently access all information about customers, prospective customers and projects from anywhere, even while on the move. Our communication with other departments and with our customers is greatly improved. «

Christiane Pollak, Commercial Manager



Industry sector

Manufacturing company

Requirements

- Central project management from first contact to installation
- Support of our marketing team
- Mobile access for the field staff and the installation team
- Integration into the ERP solution

Benefits and Advantages

- Individual and tailored consulting of customers and prospective customers thanks to the 360° view of the respective customer or lead
- More transparency across all production stages through central storage of data, history information and the display of the latest status
- Well informed, anytime and anywhere – thanks to the digital object folder including all important information, for example, phone calls, e-mails, documents, appointments, receipts
- Targeted customer approach for marketing campaigns with comprehensive selection options
- Efficient collaboration across departments thanks to intelligent groupware features
- Structured customer care with the help of an efficient ticket system
- Reports, filter options and customizable dashboards offer improved analysis functions and provide data for well-founded decisions

CAS genesisWorld

Project data

- CAS genesisWorld Premium
- Module: Form & Database Designer, Report, Helpdesk, Project, Resource, ERP connect
- OL Connect, Sage Office Line integration

Customer

- Maderos GmbH; www.maderos.de
- Individual patio roofs and glass houses; Full-service planning, built, installation
- Traditional company with more than 50 years of experience, 40 employees

Network Concept

- More than 25 years of experience with the consultation of CRM and ERP projects
- 3 sites (Karlsruhe, Lich, Niedernhausen)

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
- 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 30,000 companies

Contact and Consulting



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