

Reference



**CAS** genesisWorld

xRM and CRM for small and medium-sized companies





» With the introduction of CAS genesisWorld, we now have a flexible tool and benefit from the transparency of all project-relevant information (e.g. time expenditure, costs). This enables us to check invoices quickly and at the end of the day we have a precise budget overview of the projects. Our goal is to make the results of the CAS system better every day. «

Luis Fernando Araque Perico, Costumer Service Director



## Industry sector

Gambling, Lottery

## Requirements

- Establish a cross-company digital transformation process for modernization
- Provide a customer management solution to discover customer requirements and meet them more effectively
- Process optimization using a CRM and Helpdesk portal
- Ensure a simple and sustainable deployment

## Benefits and Advantages

- The centralized, digital storage of customer and partner data ensures great transparency while making data maintenance much easier – no more double data handling, quick access
- Improved communications with customers and partners thanks to digital dossiers which contain all interaction data
- Now, we can recognize customer requirements more effectively thanks to the rapid analysis of relevant data in just a few mouse clicks
- Improved internal processes thanks to the automatization of work processes using the Helpdesk portal
- Scheduled implementation and rapid employee adoption with the excellent training and support process (project data)

# CAS genesisWorld

## Project data

- CAS genesisWorld

## Customer

- Loteria de Boyaca  
[www.loteriadeboyaca.gov.co](http://www.loteriadeboyaca.gov.co)
- State gambling and lottery company:  
Generates economic resources to finance socially responsible health services.
- Founded in 1923

## 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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