

Reference

BJB

technology for light



CAS genesisWorld

CRM + AIA® for small and medium-sized companies





» Our CRM CAS genesisWorld is a central module for enhancing the coordination of requirements and competencies and making processes better, faster and more manageable and reliable. BJB employees benefit to the same extent from this as our external contacts. Our CAS system fulfills all these requirements to the highest standard. «

Ingolf Böhmer, Marketing Manager



Industry sector

Development & innovation partner of the lighting and household appliances industry

Requirements

- Identification of opportunities / risks in market situations
- Preparation of complex quotes
- Presentation of company networks worldwide
- 360° view of customer data - single point of truth
- Global control and analysis of sales
- Complaints management
- Master sales data of the highest quality
- Multilingual use in Germany, USA, China, Japan, Spain and Italy
- Replacement of the outdated Saratoga CRM system

Benefits and Advantages

- Extremely popular with employees as an intuitive, robust and simple solution
- Continuous maximization of efficiency and minimization of organizational boundaries thanks to clever workflows
- Improved customer service guaranteed due to the easy and comprehensible retrieval of information on customers and projects
- Seamless hybrid working, also outside the office
- Processes without media discontinuity using state-of-the-art interface technology for SAP connection
- Firm foundation for decision-making with a global, intelligent corporate memory

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Project data

- CAS genesisWorld Platinum Suite & Smart View
- Modules: Form & Database Designer, Report, ERP connect, Duplicate Finder Pro, Unternehmensverzeichnis.org, Data Connect, Geo Marketing, Project
- Interface to ERP SAP, Evalanche solution

Customer

- BJB GmbH & Co. KG, www.bjb.com
- Lighting components and lighting for household appliances
- Focus on sustainability: exchangeable solutions, in-house recycling of plastics
- Founded in 1867
- 450 employees worldwide/ of which 300 in Arnsberg/Germany

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
- CAS products being used successfully by more than 30,000 companies worldwide

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