Reference

HELM

CAS genesisWorld

CRM/XRM for small and
medium-sized companies

» Our goal is ensure permanently satisfied customers which is why we maintain an intensive dialog with all project participants throughout all the phases of a project. Consequently, a CRM system provides us with valuable support. «

Gerhard Helm, Managing Director and Partner

Industry sector

Property developer, Property Management

Requirements

- Ensure a common data basis, central address management and replace island solutions
- Provide a targeted approach to addressing customers
- Optimize address, calendar and project management
- Enable reporting and evaluation
- Informations-Work, Reports

Benefits and Advantages

- Provides investment security using a professional digital customer management system
- Allows better customer service with an all-round view of relevant customer and address data, thanks to a centralized information platform
- Replaces stand-alone solutions
- Allows for a consistent calendar structure for a quick overview and effective interdepartmental cooperation
- Ensures mobile working and access to data while out on location on construction sites or while in home office
- Process optimization with automatic workflows lightens the load of routine tasks and increases efficiency
- Provides a solid foundation for decision making using analyses and reports

Project data

- CAS genesisWorld/CAS Consulting
- Module: Form & Database Designer, Report

Customer

- Helm Holding GmbH www.helm-holding.de
- Property developer, Property Management
- Family-run business, now in its third generation
- Founded in 1901
- 25 employees

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 30,000 companies

Contact and Consulting

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