

Reference

THIELEGLAS
TRANSPARENTE INNOVATION.

CAS genesisWorld

xRM and CRM for small and
medium-sized companies





» "Satisfied customers and employees is what drives us." Using CAS genesisWorld we can now focus much more effectively on our customers. The digital support which CAS genesisWorld gives us, provides our employees with a toolbox for they can use to ensure optimal service. «

Jan Evers, Sales and Marketing

THIELEGLAS

TRANSPARENTE INNOVATION.

Industry sector

Manufacturing companies

Requirements

- Ensure faster and easier access to customer information
- Sales and Marketing: Help to manage sales processes, targeted customer campaigns
- Provide customer histories, analyses & forecasts
- Ensure mobility & flexible integration
- Integrate with ERP system, Replace the Sugar CRM

Benefits and Advantages

- Centralized company knowledge now provides quicker access to, and editing of, customer dossiers so that they include all relevant customer activity data including ERP information
- Improved cooperation within the company thanks to automated processes and comprehensive mobile access while mobile
- Effective information gathering and preparation with the help of the Survey module
- Targeted customer contact thanks to diverse selection options
- Improved transparency via individual views and reports at the touch of a button
- The Form & Database Designer enables flexible process mapping of business processes
- Greater employee acceptance due to interdepartmental implementation, Helps to ease the burden of routine tasks

CAS genesisWorld

Project data

- CAS genesisWorld Standard and Premium
- Additional modules: Form & Database Designer, Report, Event, Marketing pro, Geomarketing and Survey
- Interface to FENEVISION (ERP)

Customer

- Thiele Glas
www.thiele-glas.de
- Quality finishing of sheet glass, manufacture of multifunctional insulating and safety glass, glass in XXXL dimensions. Represented nationally across 6 locations.
- Founded in 1989
- 500 employees

sellmore

- CRM specialist – process know-how
- More than 20 employees responsible for implementation
- More than 220 customer projects across Austria, Germany and Switzerland

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Mobile CRM solutions with CAS SmartDesign for smartphones, tablets and browsers
- Very good price-performance ratio

Contact and Consulting



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