

Reference



EVERSFRANK GRUPPE
DRUCK. MEDIEN. UMWELT.

» We have significantly increased efficiency with respect to our sales activities, especially in the area of new customer acquisitions, presales and aftersales. «

Kay Julius Evers, Director

CAS genesisWorld

xRM and CRM for small and medium-sized companies





» Using CAS genesisWorld we were able to merge and integrate all of our customer and sales data from our company locations. This helped us to increase efficiency with respect to our sales activities, especially in the area of new customer acquisitions, presales and aftersales. «

Kay Julius Evers, Director



Industry sector

Services: Print, media and environment

Requirements

- Ensure professional customer relationship management in an international group of companies
- Provide support services to sales and order processing functions
- Efficient management of new customer acquisitions and quote management
- Provide centralized customer data management
- Merge all customer and sales data within the group
- Integrate with the existing ERP system
- Replace the island solutions currently used by subsidiary locations

Benefits and Advantages

- Increased efficiency in the areas of new customer acquisitions, presales and aftersales thanks to improved data transparency
- Transnational, centralized management of all customer information
- Optimized customer contact management using digital customer dossiers
- Increased sales success thanks to efficient quote follow-up processes
- Simplified sales processes and order processing thanks to the modern document management system

CAS genesisWorld

Project data

- CAS genesisWorld Suite
- Modules: Form & Database Designer, Report Manager, Survey
- Interface to existing ERP system

Customer

- Eversfrank Gruppe
www.eversfrank.com
- International media concern active in the areas of print, media and the environment
- Founded in 1911
- 1200 employees in 5 countries
- Active customers in 15 countries

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 10,300 companies

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