

Reference

CARAT



CAS genesisWorld

CRM + AIA® for small and medium-sized companies



» Automated workflows, central data management and integration of in-house systems have improved transparency, and made work processes and communication more efficient. «

Ralf Wäsch, Head of Internal Sales Department

CARAT

Industry sector

IT Services

Requirements

- Transparent and international cooperation in internal sales support and field sales
- Central support tool, including interface to specialist support systems (e.g. JIRA)
- Evaluation reports at the click of a button
- Data import from the legacy system
- Integration of in-house systems into the CRM solution

Benefits and Advantages

- Greater process transparency with automated workflows and central data storage
- Simplified cross-team communication with smart groupware functions
- Better service thanks to 360-degree view of customers and prospects
- Mobile CRM effectively supports field sales in accessing customer information and delegating activities
- Digital lead registering at trade fairs enables efficient lead processing and evaluation
- Consistent tracking of every sales opportunity thanks to uniform recording, automated processing and continuously available evaluation reports

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Project data

- CAS genesisWorld Premium
- Modules: Form & Database Designer, Helpdesk, Survey, Report, Event Management
- Upgrade of interface to ERP planned

Customer

- CARAT, Gesellschaft für Organisation und Softwareentwicklung mbH, www.carat.de
- Development of a flexible and demand-oriented software for the national and international kitchen trade
- Founded in 1989, 140 employees, MHK Group company

Network Concept

- Mehr als 25 Jahre Erfahrung in Beratung von CRM- und ERP-Projekten
- 3 Standorte (Karlsruhe, Lich, Niedernhausen)

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- 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
- 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

Contact and Consulting



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