

Reference



**CAS** genesisWorld

xRM and CRM for small and  
medium-sized companies





» I like the fact that my employees all find CAS genesisWorld easy to use and yet, it is also flexible enough to accommodate special requirements. So my employees can concentrate on the business and not have to worry about the application. The overview I get is important, as it allows me to recognize potential quickly. «

Hans-Jürgen Heyduk, Managing Director



### Industry sector

Services, textile care

### Requirements

- Specific turnover goals must be reached within a defined time period
- Management of franchise operations and their inventories
- Clearer representation of acquired prospects
- Subdivision of the sales areas according to field staff
- The solution has to be customizable to fit individual requirements
- For better controllability, users should also be able to publish entered data as graphical reports

### Benefits and Advantages

- Prospects can be subdivided according to phase/status for more effective contacts
- Paper data records can now be reproduced directly in the software
- The workload for field staff has been reduced by using simple, clear views
- Franchises have access to professional data and inventory management
- Genuine time savings when entering, maintaining and searching data records
- Dynamic list views and reports help in managing the sales processes

## CAS genesisWorld

### Project data

- CAS genesisWorld Premium
- Module: Form & Database Designer, Report

### Customer

- F.A. Stichweh GmbH & Co. KG,  
[www.stichweh.com](http://www.stichweh.com)
- High-quality textile care, laundry service, leather cleaning for private and business people
- Founded in 1896
- Employees: 50
- Franchisee: 90

### 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 20,000 companies

## Contact and Consulting