



Reference



MAILING
WORK

CAS genesisWorld
XRM and CRM for small and
medium-sized enterprises





» We have reached a milestone in company communications.
We are now working much more efficiently. «

Torsten Gneuß, Managing Director



Industry

E-mail marketing service provider

Requirements

- Provide centralized, cross-location address management
- Make group functions available across all business areas for e-mail and calendar functionality
- Ensure the necessary functionality for project planning and controlling
- Complete project management: From customer acquisition and project implementation to billing approval
- Provide support for service and support processes
- Interlink CRM with the e-mail marketing application - "mailingwork"

Benefits and Advantages

- Using a central database for the whole company helps to reduce the pressure on data management (prevents duplicates) and guarantees current data
- The introduction of an intelligent rights system ensures that the data protection requirements are met
- Improved customer service thanks to the 360 degree view of customers and partners
- Improved employee knowledge of CAS genesisWorld and optimization of business processes at team leader level
- More efficient data transfer of productive data thus simplifying further processing for billing



Project data

- CAS genesisWorld Platinum Suite including all additional modules
- Intensive use of the Sales Pro, Marketing, Helpdesk and Project modules
- WISYS development interface to "mailingwork"

Customer

- Mailingwork GmbH, www.mailingwork.de
- Specialists in e-mail marketing software and services
- Founded 2012
- 50 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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