

Reference



CAS genesisWorld

xRM and CRM for small and
medium-sized companies





» With CAS genesisWorld we found a CRM solution to manage the large amount of customer information. It plays a vital role in supporting our bidding processes in every place where we meet customers. This product is rapidly implemented and can be tailored on every business process. «

Mauro Coletta, Head of Sales and Owner



Industry sector

Services, Telecommunications

Requirements

- Centralized address management
- Customer dossier: displays archived e-mails, appointments, documents or opportunities
- Classification of customers according contracts
- Support for telemarketing
- Mobile access on Android App and browser that support HTML5 (Mozilla, Chrome, MS Explorer...)
- Automation: Monthly Data import of Fastweb contact lists
- Generating Sales reports

Benefits and Advantages

- All results and customer information of about 5000 clients is centrally stored and can be accessed at the push of a button
- Flexible core solution that can be tailored to support the business processes
- Efficient contact management: Display the contacts on a map and plan the route
- Mobile access to all relevant information
- Optimized view providing a quick indicator of current status and key customer details
- Publication of shared calendars with Google

CAS genesisWorld

Project data

- CAS genesisWorld
- Module: Form & Database Designer

Customer

- Freewings di Mauro Coletta
www.freewings.it
- Freewings is a services company for broadband connectivity in fiber optics of Fastweb. It provides sales, service and maintenance of systems of traditional telephone service and IP technology
- Employees: 2
- Founded in 2000

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed for the requirements of SMEs
- Very good price-performance ratio
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- Being used successfully by more than 10,300 companies

Contact and Consulting



BlackBirds srl
IT- 10149 Turin
Phone: +39 11-4379145
www.blackbirds.com



www.cas-crm.com