

Reference

ARMSTARK

WELLNESS FÜR ZUHAUSE

Whirlpools · Swim Spas · Infrarotkabinen



CAS genesisWorld

CRM/XRM for small and
medium-sized companies





» From day one of implementing CAS genesisWorld we were able to improve value-adding activities in sales. This was key step along the way to ensuring our continued development. We still see a lot of potential here in terms of time-saving which we can then use to focus more on customer care. «

Claudia Lehmann



Industry sector

Commercial agents

Requirements

- Provide a centralized solution for the recording and management of prospects as well as both new and existing customers
- Increase the productivity of sales by using automatic processes
- Apply a tool for sales process management and internal processes which include daily analyses of the opportunities
- The solution should include options for performing customer surveys

Benefits and Advantages

- Increased customer satisfaction by applying an immediate reaction time thanks to automatic processes
- Improved the overall quality of communications and data retention by using consistent communications platforms and comprehensive digital customer dossiers
- Better processing of leads in less time thanks to the optimization of the Lead Management Process starting from the catalog request via the home page to the creation of a quote and after sales actions
- Targeted consideration of customer wishes using the integrated survey module and well-structured analyses
- Provides secure, chronological company knowledge



Project data

- CAS genesisWorld Premium
- Modules: Form & Database Designer, Report, Survey
- SALDO CleverReach Interface
- ERP system interface: SAP Business One

Customer

- Armstark Handels GmbH, www.armstark.de
- One of Germany's largest specialist dealers in whirlpools, jacuzzis, swim spas and infrared cabins
- Founded 1994
- 170 employees

CAS genesisWorld

- Professionelles Kundenmanagement
- 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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www.cas-crm.com