

Reference

bewidata
unternehmensberatung & edv-service



CAS genesisWorld

xRM and CRM for small and medium-sized companies





» Before implementing CAS genesisWorld, we worked with the previous solution, teamWorks Classic, and a variety of database systems. At the time, this configuration did not enable us to have a 360° view of all our relevant customer information. However, by consolidating all of our data in CAS genesisWorld we can now directly and quickly access all important customer and supplier data. «

H.-Gerd Wick, Head of IT and Organization



Industry sector

Service provider

Requirements

- Consolidation of all information from different areas of the organization
- Smart document management with e-mail merge and form letter functions
- Adoption of data from the support ticket system
- Adoption of customer data from the central payment area

Benefits and Advantages

- Central data storage
- All results and customer information is centrally stored and can be accessed at the push of a button
- Easy and quick correspondence and creation of documents
- Overview of all ongoing activities benefitting from the address and document link functions
- Consolidation of four databases into one central address data stock
- Sales evaluations that help to improve the sales processes

CAS genesisWorld

Project data

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

Customer

- Bewidata Unternehmensberatung und EDV-Service GmbH, www.bewidata.com
- Care of the furniture trade with regard to central regulation, merchandise management, organizational consulting
- Employees: 27
- Founded in 1986

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



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