

Reference

e-mobil 

» CAS genesisWorld offers employees a means of working with increased transparency, thus improving overall efficiency in the team. «

Lutz Engel, Consultant for scientific research, teaching and training

CAS  genesisWorld

xRM and CRM for medium-sized companies





» The most exciting challenge we have mastered while implementing CAS genesisWorld was the switch from a hierarchically organized data tree structure such as those typically found in Microsoft products, to a multidimensional filing system/network structure with almost unlimited degrees of freedom. «

Lutz Engel, Consultant for scientific research, teaching and training



## Branche

Government

## Requirements

- Customer management
- Centralized knowledge management
- Standardized address management
- Structured document management
- Central data repository with individual search functionality
- Minimum of paperwork
- Transparent, common company calendar
- Planning of marketing campaigns
- Mobile CRM

## Benefits and advantages

- All employees kept up-to-date
- Employees can now work centrally from one common system
- Transparent contact data using a standardized filing system for all relevant contact information
- Contact and appointment information is now available at any time on your mobile device
- Central document management
- Efficient networking of different information (e-mails, appointments, documents, projects and so on)
- The system accommodates your individual workflows in a way that everyone can understand



## Project data

- CAS genesisWorld Premium
- Module: Form- & Database Designer, Marketing Pro

## Customer

- e-mobil BW GmbH  
[www.e-mobilbw.com](http://www.e-mobilbw.com)
- The e-mobil BW GmbH company, is the state agency in Baden-Württemberg for electromobility and fuel cell technology providing information and advice on all aspects of electromobility. Its main focus is to provide support and information on the technological changes associated with electromobility and, to smooth the way for the industrialization of electromobility.
- 12 Mitarbeiter

## 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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