



Reference



Firmenevents & Incentives

www.hirschfeld.de

CAS genesisWorld

XRM and CRM for small and medium-sized enterprises





» We reached a milestone: We started out with separate applications and lots of data disruption and now we have a consistent solution with a CRM system and new interlinked website. «

Nils Hirschfeld, Managing Director



Industry

Event agency / Travel / Tourism services

Requirements

- Our goal was to modernize the website and improve the manageability of homepage content using CAS genesisWorld.
- Avoiding duplicates was paramount.
- Improvements to planning, calculations, accounting and travel commission settlements

Advantages and benefits

- Reduced management costs of Web content using Typo3 Connect and by interlinking the Typo3 website with the CRM system.
- Implemented fast access to all relevant information thanks to category modelling of different data files from various IT systems in one uniform solution.
- Simple invoicing using the Easy Invoice module.
- Employees able to calculate, plan and schedule their own travel itineraries effectively thanks to the smart groupware functions and process automatization.

CAS genesisWorld

Project data

- CAS genesisWorld Platinum Suite including all additional modules
- Additional modules: Typo3 Connect
- Custom in-house development for calculating individual travel quotes

Customer

- Hirschfeld Touristik Event GmbH & Co. KG, www.hirschfeld.de
- Operators of a global internet portal for the promotion of corporate events.
- Founded 2001
- 15 employees

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed for the requirements of SMEs
- 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



ACP IT Solutions GmbH
01069 DRESDEN
+49 351 64639-0
www.acp.de



www.cas-crm.com