

Reference



# GAMING



# AUDIO



# CAMERA accessoires



# TOYS

**CAS genesisWorld**

xRM and CRM for small and medium-sized companies



» Implementing the CAS genesisWorld Suite created more structure in our commercial activities enabling us to increase our targeted marketing campaigns. The key criteria which helped us to finally decide on CAS genesisWorld included: product selection functionality, the ability to create calling campaigns and the availability of management information. «

Rayen Nayar, commercial manager



#### Industry sector

Multimedia and toys (wholesale)

#### Requirements

- Product based calling campaigns
- Customer management for improved cold-calling
- Calling campaign management and proposal management
- Support for calling campaigns, duplicate filtering in newly imported addresses, management info on sales activities and order pipeline
- Prevent duplicates and contamination of customer database through regular imports of company addresses

#### Benefits and advantages

- Easier than ever to create and manage calling campaigns
- Increased sales team productivity with a 360 degree view of all relevant information
- Easy access to essential sales management info in one dashboard
- Effortless customization through our administrator
- Optimized data quality: Consistency checking, duplicate merging, synchronization and enhancement



#### Project data

- CAS genesisWorld Suite
- Module: Duplicate Finder Pro
- No interaction with other systems

#### Customer

- Questcontrol  
[www.questcontrol.net](http://www.questcontrol.net)
- Questcontrol is a wholesaler in the BeNeLux for Multimedia and toys.
- Employees: 15
- Founded in 2002

#### 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
- Excellent price-performance ratio
- Flexible, easy to integrate, extendable
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- Used successfully by more than 20,000 companies

### Contact and consulting



Yoursource BV  
2371 AT Roelofarendsveen  
Phone: +3185 27 35 117  
[www.yoursource.nl](http://www.yoursource.nl)

