

Reference



CAS ^{globe icon} genesisWorld

CRM/XRM for small and medium-sized companies





» CAS genesisWorld provides our company with the optimal way of handling all information that is created across the whole product cycle so that we can store, manage and access it whenever we need to. This gives us immediate access to all relevant information at any time and we can ensure that company knowledge is stored sustainably. «

Hans-Jörg Boltjes, CEO



Industry Sector

Special mechanical engineering

Requirements

- To create a central hub for whole company
- Bundle all customer activities in one central system
- Cover the whole product cycle
- Make time-consuming searching redundant

Benefits and Advantages

- Well-informed anytime and anywhere thanks to the customer dossier and the 360-degree overview of our customers which includes all communications and interactions as well as the product cycles also available via web and app
- Rapid reaction times thanks to customizable dashboards, configured to display workplace specific reports and key information at a glance
- Simplified communications via the telephony integration, document and e-mail templates and automatic filing processes.
- Optimized support using the digitally networked, defined ticket workflow
- Increased data quality by using a structured data foundation and consolidation
- Transparent company knowledge which is kept secure using a multistep rights system

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Project data

- CAS genesisWorld Platinum Suite
- mpl Konnektor WiredMinds, mpl Konnektor ODBC/REST/SOAP

Customer

- ERBO Extraction units & Swarf processing equipment, www.erbo-gmbh.de
- Family company with more than 40 years experience in the aluminium, swarf processing and printed circuit boards industry
- Active worldwide with innovative plant technology
- Founded 1979
- 25 employees

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
- 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

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