

Reference



CAS genesisWorld

xRM and CRM for small and medium-sized companies



» Since implementing CAS genesisWorld we now have a flexible tool ensuring information transparency for all project relevant information (for example: time and costs). This enables us to check invoices quickly which provides us with an accurate overview of project budgets. Our goal is to improve the results we get from the CAS system every day.«

Mihai Vilcu, Financial Manager



Industry sector

Services, energy and utilities

Requirements

- Manage all project information centrally
- Provide comprehensive report/analysis options for: open opportunities, sales performance, consumption of project resources, budget forecasting and planning, resource planning, workload distribution and project profitability
- Ensure the correct evaluation of each employee's project management contribution
- Integrate other in-house IT systems, especially the ERP solution

Benefits and Advantages

- Standardized internal processes using automatic workflows
- Improved service thanks to a comprehensive overview of all relevant customer information which can be accessed through every workstation
- Searching for information is easier than ever thanks to smarter, central management of data sheets and other specific documents
- Increased personal productivity concerning management and reporting tasks thanks to automatic processes, templates, rapid searching and chronological customer dossiers and project dossiers
- Diverse reporting provides a solid foundation for management decisions

CAS genesisWorld

Project data

- CAS genesisWorld Platinum Suite
- Integration with warehouse management and accounting solutions

Customer

- Rohe Romania (member of Tokheim Holding GmbH), www.rohe.ro
- Service company: Experts in the planning and construction of petrol stations and providers of complete automatic car wash systems
- Employees: 140
- Founded in 1994

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



Melior Cras SRL
 office@meliorcras.ro
 Phone: +40 371 501 812
 www.meliorcras.ro

