

Reference



CAS genesisWorld

CRM/XRM for small and medium-sized companies





» With the introduction of CAS genesisWorld and the automatic quote transfer from our ERP system, we were able to optimize our sales process and profit from transparent sales controlling. Consequently, we can now focus on our customer more efficiently. «

Jörg Krimilowski, Operations Manager – Production & Logistic Management



Industry sector

Construction industry

Requirements

- Deploy a flexible, intuitive and adaptable CRM solution for maximal useability
- Bundle contact information and transaction data in a central database
- Enable reporting of sales activities
- Depict projects
- Allow efficient working between front and back office
- Mobile use

Benefits and Advantages

- Permits quick appointment scheduling – provides an overview at every workstation even if working mobile
- Provides all relevant customer and interaction data at a glance in the digital dossier, including terms agreed, quotes and ERP information
- Allows the automatic creation of opportunities while creating quotes in AS400
- Displays lead management clearly and ensures transparent quotation tracking, from first contact to follow up actions, quotes, orders and after sales care
- Saves time by reducing information pathways and bundling company knowledge together



Project data

- CAS genesisWorld Premium
- Module: Form & Database Designer, Report,
- Interface with AS400 via the Sellmore Integration Server

Customer

- Lindab GmbH
www.lindab.com
- Manufacturers of steel products and system products for the construction industry
- International concern, represented in 32 countries
- Founded 1956
- More than 5,000 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
- 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 30,000 companies

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