



Reference



Landweer & De Kleyn

BEVEILIGING EN ICT



CAS **genesisWorld**

CRM/XRM for small and medium-sized companies



» As a service-oriented company where the customer comes first we profit tremendously from using the CAS CRM solution CAS genesisWorld, it helps to automate many routine tasks saving us time which we can then use for our customers.«

Olaf Landweer, Owner of Landweer & De Kleyn



Landweer & De Kleyn
BEVEILIGING EN ICT

Industry sector

Security consulting and installation

Requirements

- Centralized data storage
- Web and mobile use capabilities
- Enable customer segmentation by product interests
- Seamlessly integrate Microsoft Outlook
- Professional document management system
- Digital installation work order checklist
- Automate processes for quotations and order confirmations
- Connect to ERP/financial system SnelStart

Benefits and advantages

- More time for customers thanks to the automatic quotation and order confirmation process
- Routine tasks now run automatically saving us time
- Increased focus on customer needs with access to all relevant communication and interaction data including installed material
- Targeted customer approach thanks to intelligent selection wizards and management of marketing campaigns
- Mobile office - important information is available at any time also thanks to the seamless integration of Outlook
- Connected to the ERP/financial software using a (REST API) interface ensuring efficient address and order management

CAS genesisWorld

Project data

- CAS genesisWorld Premium
- REST API connection to ERP system

Customer

- Landweer & De Kleyn Beveiliging & ICT Huizen, www.ldkbeveiliging.nl
- Security Consulting, ICT Services (B2C/B2B) as well as the installation and maintenance of alarm and camera systems

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
- Scalable solution
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- Being used successfully by more than 30,000 companies in more than 40 countries

Contact and consulting

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 **CAS CRM**
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