

Reference



FACHHOCHSCHULE
KÄRNTEN



» Using CAS genesisWorld we are able to map perfectly all the information in the student life cycle - from prospects and applicants through to students and graduates. «

Martin Stromberger, CRM Project Manager

CAS  **genesisWorld**

CRM + AIA[®] for small and
medium-sized companies





» Additionally, CAS genesisWorld provides us with the perfect overview of the many thousands of prospects who are interested in studying at Carinthia University of Applied Sciences in Carinthia, Austria. «

Martin Stromberger, CRM Project Manager



Industry sector

Higher education

Requirements

- Map the student life cycle
- Provide efficient support for prospective students
- Set up marketing campaigns
- Ensure clear processing of enquiries
- Synchronize with the internal study information system
- Send professional newsletters
- Run analyses on prospective student origins
- Run analyses on applicants, students and graduates across the varied courses of study

Benefits and Advantages

- Provides rapid access to prospective student data thanks to centrally stored data
- Simple, centralized documentation safeguards knowledge for all employees
- Allows for immediate reaction times: Student dossier with comprehensive information organized chronologically
- Enables efficient target group segmentation for precise correspondence
- Operates using intuitive operations, is flexible enough for future expansion and can grow with the organization

CAS genesisWorld

Project data

- CAS genesisWorld Premium
- Form & Database Designer used to design data entry masks and for modelling data models of the study program
- ERP connect used for the integration of the study program administration system to the running synchronization of both the students and the curriculum
- The Report module is used for real-time analyses
- Inxmail: Creates professional newsletters

Customer

- Carinthia University of Applied Sciences in Carinthia, Austria, A non-profit, private trust, www.fh-kaernten.at/en
- Founded in 1993
- More than 2,000 students
- 688 employees

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed for the requirements of SMEs
- Very good price-performance ratio
- Flexible, easy to integrate, extendable
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- CAS products being used successfully by more than 30,000 companies worldwide

Contact and Consulting



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www.cas-crm.com