

Reference



CAS genesisWorld
CRM/XRM for small and
medium-sized companies





» With CAS genesisWorld, we can now easily and efficiently manage our complete customer communication. And everyone in the team can access all data while working from home. This means that our Sales Manager gain valuable time for their main selling tasks. «

Susanne Germer-Petersen, Office Manager/Authorized Signatory



Industry sector

Distribution of wrapping machines

Requirements

- Paperless filing of all customer correspondence
- Online access for all sales and project managers distributed across Germany
- Saving e-mails directly in the customer dossier
- Filter options by sector for e-mail campaigns, such as trade show invitations
- Easy operation of the software

Benefits and Advantages

- Digital platform, centralized data storage with various network possibilities and joint value creation of information for the sales team across Germany
- Quick saving of all e-mails directly in the customer dossier with the Microsoft Outlook integration
- Effective project management through transparent digital structures, for example, comprehensive project file and evaluation options
- Targeted customer communication thanks to intuitive filter functions and corporate templates for e-mail campaigns
- Improved overview of the entire sales cycle for management thanks to reporting functions



Project data

- CAS genesisWorld Premium
- Module: Form & Database Designer

Customer

- Fuji Packaging GmbH, www.fuji-packaging.de
- Distribution of wrapping machines in Germany, Denmark, Switzerland and Austria
- Founded in Denmark in 1978, sales office in Germany since 1985
- Approx. 50 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

Contact and Consulting



servandis GmbH
28217 Bremen
+49 421 390 462-0
www.servandis.de



www.cas-crm.com