

Reference



CAS genesisWorld
xRM and CRM for small and
medium-sized companies





» We chose for CAS genesisWorld because of its simplicity, user-friendliness, scalability and affordability. It also had to be integrated into our ERP-system across our 3 facilities, and had to be mobile, so our representatives can use it on their smartphone or tablet. «

Didier Vael, CEO



Industry sector

Example

Requirements

- Mobile data
- All employees should have access to data such as customer data, prospects and activities at any time as long as they are authorized to do so
- Planning and organization of customer events
- Easier processing of mailing campaigns
- Appointment and holiday planning

Benefits and Advantages

- Easier access to data from every workstation, even when mobile
- Standardized and traceable customer correspondence
- Access to current contacts, with no duplicates, anytime and anywhere
- Fast communications thanks to the telephone integration
- More efficient use of resources to improve and expand services



Project data

- CAS genesisWorld Premium
- Module: Form & Database Designer, Report Manager, Mobile Sync

Customer

- Bernhard Kathmann, www.kathmann-bau.de
- Family-run construction company that offers a range of comprehensive building construction services: turn-key projects, building shells, renovation, refurbishment and modernization of existing real estate and a broad spectrum of project development services.
- Employees: 106
- Founded in 1945

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

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