

Reference



CAS genesisWorld

xRM and CRM for small and medium-sized companies





» CAS genesisWorld offers us the configuration options that we, as a software and IT company, want from a CRM solution. We were able to tailor CAS genesisWorld to fit our solution requirements.«

Dipl.-Inf. Ralph Boßler, Managing Director



Sector

Services

Objectives and requirements

- More functions than in the enterprise management system CRM module
- Ease of use
- Structural support to Sales
- Integration into the existing enterprise management system
- Telephone and e-mail integration
- Mobile access to information

Benefits and advantages

- Our own staff were able to easily configure the solution in no time at all
- Tailored advice based on 360-degree view of customers/prospects
- Greater transparency thanks to centralized storage of sales information, history and continually updated status
- More efficiency when working with a custom solution tailored to business processes
- Simplified data entry, no duplication thanks to interface between CRM and enterprise management system
- Finding information now quicker and easier thanks to user-friendly search functions, filters and custom views
- Well-informed everywhere, at all times, thanks to the digital dossier containing all relevant information

CAS genesisWorld

Project data

- CAS genesisWorld Premium Edition
- Module: Form & Database Designer, Report, Sales pro

Customer

- Sylphen GmbH & Co. KG, Gießen, www.sylphen.com
- IT service and custom software development for the digital transformation of business processes
- Full service partner for SMEs
- Founded in 2000, approximately 40 employees

Network Concept

- Over 25 years of Experience in consultancy of CRM- and ERP-Projects
- 3 Locations (Karlsruhe, Lich, Niedernhausen)

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

Contact and Consulting



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