Reference

Schnaithmann

CAS genesisWorld

CRM/XRM for small and
medium-sized companies

CAS SOFTWARE

» With the launch of CAS genesisWorld, we were able to streamline our processes as well as improve our interactions with customers and prospects. «

Christian Betz, Marketing Manager / Key Account Manager

Schnaithmann

Branche

Mechanical Engineering

Requirements

- Centralized data management
- Work process standardization
- Improved information transparency for employees
- Improved data quality
- Appointment management
- Task/ project management
- Win/loss order analysis

Benefits and Advantages

- Long-term data security for company knowledge due to centralized and digitized customer information
- Customer-centric consulting services with quick access to all the important sales information
- Transparent sales processes with partial automation of procedures
- Well-structured sales projects which provide an overview from the first contact to the completed sale
- Provides a sound basis for decision-making with an overview of the relevant data records in dashboards and corresponding reports that can be created quickly
- Efficient organisation of company-wide activities

CAS genesisWorld

Project data

- CAS genesisWorld Platinum Suite
- mpl interface server
- Further extension levels: deployment in the Marketing and Service departments

Customer

- Schnaithmann Maschinenbau GmbH www.schnaithmann.de
- Leading system supplier in automation technology
- Founded 1985
- 245 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

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CAS CRM
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