

Reference



**CAS Engineering**

CRM + AIA® for small and medium-sized companies





» A well-functioning CRM system is essential for global businesses. With CAS Engineering, we have successfully implemented a centralized platform at all our locations worldwide. «

Christopher Weiß, Key Account Manager



## Industry sector

Mechanical engineering

## Requirements

- Archive all sales-related documents with links to companies, contacts and projects
- Record and qualify inquiries
- Optimize internal processes
- Link all locations to a central database with location-specific access rights
- Multilingualism
- Reporting on all inquiries and the sales pipeline

## Benefits and Advantages

- Transparency and always up-to-date database with a common data resource and use of the same solution in multiple languages for all locations in Europe, Asia and North America
- Overview of sales status with a 360-degree view of all communications and interactions
- Improved customer service including when mobile, as all relevant information is available and can be edited at the click of a mouse or using an app
- Exploiting customer potential: faster summarizing and weighting of all inquiries thanks to smart reports

## CAS Engineering

### Project data

- CAS Engineering
- Modules: Survey, Marketing pro, Report, Form & Database Designer

### Customer

- PIA Automation Holding GmbH  
[www.piagroup.com](http://www.piagroup.com)
- International specialist in innovative assembly plants and production lines
- Traditional company with a more than 50 year history and 10 locations in Germany, Austria, China, USA, Canada, Croatia
- Over 1,800 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
- CAS products being used successfully by more than 30,000 companies worldwide

## Contact and Consulting

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