



Reference

# BOLTZE

Home Collections



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





» Since we deployed CAS genesisWorld both our front- and back office teams have an identical and complete overview of every customer and the current status of our business relationship with them. «

Michael Winterhalter, Head of IT

## BOLTZE

Home Collections

### Industry sector

Wholesalers for home accessories & gift articles

### Requirements

- Central customer dossier
- Intercompany appointment scheduling
- Visit planning front-/back office
- Visit reports, mobile interface via smartphones and tablets
- Should be flexible and user friendly
- Integrated with Vacos ERP and MS Exchange
- Digital processes for both the front- and back office teams

### Benefits and Advantages

- Increased transparency in the daily sales routine through common working platforms and the ready availability of key information
- Documents can be embedded with ease into the customer dossier thanks to central document management with multilevel access rights and smart document searching
- Enables the control and management of regularly scheduled events and trade fairs, from the invitation through organization and follow-up
- The effort involved in the coordination of both the front- and back office teams has been significantly reduced, thanks to automatic processes running in the background
- Customer service has been markedly improved and the reaction times for customer requests has been reduced

## CAS genesisWorld

### Project data

- CAS genesisWorld Platinum Suite
- Modules: Form & Database Designer, Report, ERP connect, Survey, Mobility, Exchange sync
- Interface to VACOS ERP

### Customer

- Boltze Ideen Deutschland GmbH & Co. KG  
[www.boltze.com](http://www.boltze.com)
- International wholesalers for home accessories and gift articles
- Founded 1964
- 260 employees in Europe and China

### CAS genesisWorld

- Professionelles Kundenmanagement
- 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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