

Reference



CAS genesisWorld

CRM/XRM for small and medium-sized companies





» We're already thinking about tomorrow today – and it's no different when it comes to our choice of CRM system: CAS genesisWorld is easy to customize and expand to other areas of the company – and when we don't know what to do next, the team at itdesign help us to find a solution. The range of functions can also be extended thanks to the modular structure of the system. This means we are well prepared for the future.«

Tobias Ervens, Head of Sales support



Sector/Industry

Special mechanical engineering

Objectives/requirements

- Simplification of contact management
- Integrate different locations in Germany
- Enable remote working
- Provide reporting functionality for sales management
- Opportunity management
- Use questionnaires, also online, to record and qualify leads when at events
- Create distribution lists for e-mail marketing
- Integrate the Inxmail e-mail marketing software

Benefits and advantages

- Verbessern der Adressqualität und vermeiden von Dubletten dank automatisierter Assistenten
- Improved contact data quality and avoids duplicates thanks to the automatic wizards
- Ensures seamless interdepartmental and cross-site working while maintaining a consistent data pool
- Allows easy reworking and follow up of leads gained at events
- Provides a good overview of sales activities and the pipeline
- Improves sales controlling by means of daily-updated evaluations which are then used as the basis for decision-making.
- Enables target group specific salutations for marketing actions and the professional management of newsletters



Project data

- CAS Consulting
- Modules: Form & Database Designer, Marketing pro, Report, Survey
- Inxmail Professional integration

Customer

- STEINERT GmbH
www.steinertglobal.com
- Develops and delivers magnets and sensor technology for the sorting of secondary raw materials.
- Founded 1889
- 340 employees

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially tailored to the needs of SMEs
- Mobile CRM solutions in CAS SmartDesign® for smartphones, tablets and browsers
- Secure data thanks to mature multi-level rights system
- Very good value for money
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- Successfully deployed by more than 30,000 businesses

Contact and Consulting



itdesign GmbH
72072 Tübingen
+49 7071 3667-60
www.itdesign.de

