

Reference



CAS genesisWorld

CRM + AIA[®] for small and medium-sized companies





» Implementing CAS genesisWorld has made our processes much simpler. Thanks to the diverse functions and the newly introduced interfaces, we can work more efficiently while increasing productivity. «

Silja Spreyer, Digital Manager



Industry sector

Organizer of business competitions

Requirements

- The acquisition and management of interesting companies as participants for the TOP 100 and TOP CONSULTANT business competitions
- Management and organization of award-winning companies
- Provide diverse filter and search functions, which include reporting and analysis functionality
- Permit target-group e-mail campaigns
- Manage registrations for both the competitions and for events
- Provide interfaces to the top100.de and top-consultant.de websites, which allow the award-winning companies to be featured appropriately
- Ensure the upload of individual documents to an online customer portal
- Allow the creation of receipts and invoices

Benefits and Advantages

- Rapid reaction times with an overview of all communications and correspondence in the digital dossiers
- Clarity through comprehensive reports
- More efficient working thanks to increased automation
- The event registration interface makes the logging and tracking of participant data much faster
- Acceleration and improvement of import processes for importing the award-winning companies to the Web
- Enables the transfer of invoice data to DATEV

CAS genesisWorld

Project data

- CAS genesisWorld Platinum Suite
- DATEV interface
- Interface to event registration for the German SME Summit

Customer

- compamedia GmbH; www.compamedia.de
- Organizer of the TOP 100 company competition and the TOP CONSULTANT consulting competition
- Identification of the most innovative companies in the German SME sector and the best consultants in an objective and scientifically sound manner
- Communicative support of the award ceremony
- Founded in 1993
- 22 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
A SmartCompany of CAS Software AG

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