

Reference

Baden
TV



CAS genesisWorld

xRM and CRM for small and
medium-sized companies



» Our plans to implement a CRM system were a great success - as our satisfied partners and advertisers can attest. With Meridian's help, the CAS genesisWorld CRM solution was customized to meet our specific needs. Many of the individual requirements we wanted to see, were realized after a short period of familiarization. «

Pascal Schütt, Editorial Manager/Deputy Managing Director



Industry sector

Media, Services

Requirements

- Quick access to centrally stored customer contact data and other information
- Support internal communication
- Manage appointments for administration and for the studio
- Analyses and controlling
- Mobile CRM

Benefits and Advantages

- All customer relevant information is now available centrally
- Seamless communications between company management, sales, production and editing - even when mobile.
- All appointments now processed and managed for all departments including a studio allocation plan
- The notification and action service takes the pressure off routine tasks
- Effective analysis and display of advertising contracts and invoices using the CRM system



Project data

- CAS genesisWorld Premium
- Module: Form & Database Designer, Report Manager, Survey module, MERIDIAN modules

Customer

- Baden TV GmbH
www.baden-tv.com
- Baden TV is a regional TV broadcaster and production company.
- Employees: 30

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 20,000 companies

Contact and Consulting



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