

Reference



CAS genesisWorld

xRM and CRM for small and medium-sized companies





» I was already familiar with CAS genesisWorld after seeing it in operation at other associations and societies before I worked for MT. Top priorities for us in the technical specifications included: Data protection, consistent data structures and improved data quality. In addition, we want to use functionalities such as sponsor management, e-mail marketing and direct communication with partners and our players to push our team all the way to the top. «

Axel Geerken, Chairman



Industry sector

Association

Requirements

- Technical specification priorities require: Data protection, consistent data structures and improved data quality
- To coordinate players, trainers and sponsors
- To professionalize and improve the efficiency of internal processes
- To manage sponsors
- To provide e-mail marketing, and improve communication in general
- To provide an interface with the Eventim ticket system
- To integrate with our online fan shop

Benefits and Advantages

- With this CRM, contract management is just as transparent as the support of sponsors and the promised advertising services
- Coordinating the whole training plan and the team's players has been significantly simplified
- Reduced administrative load and increased transparency when running the mobile app on the players' and trainers' smartphones and tablets, for example, when organizing outreach projects with schools such as the "Training with idols" project
- Comfortable e-mail marketing using target groups, precise distribution lists and e-mail merges

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Project data

- CAS Platinum
- Eventim interface, integration to the online fan shop

Customer

- MT Spielbetriebs- und Marketing AG
www.mt-melsungen.de
- Members of the 1. Handball-Bundesliga since 2005
- In 2012, the club's professional structures were further improved and the club's business status changed from GmbH to a non-listed AG

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
- Safe data through mature, multi-stage legal system
- 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

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