SEH

» Thanks to the central data storage, our service employees always have access to all customer data. This enables us to provide first-class support and project management that is on time and on budget. «

Joachim Sturmhoefel, Managing Director

CAS genesisWorld

CRM + AIA® for small and
medium-sized companies

CAS SOFTWARE

SEH

Industry sector

IT Hardware

Requirements

- Process optimization in sales
- Support of support processes
- Deployment across back- and front office
- Cross-departmental processes
- Mobile data management on all platforms
- Connection to enterprise resource planning
- Integration of telephone system

Benefits and Advantages

- Ensures leaner processes in the company thanks to central data storage including access to ERP data and automated processes
- Allows for greater transparency and clear specifications that can be viewed by everyone and help facilitate project accounting
- Provides for smooth cooperation between front- and back office staff with immediate data exchange
- Reduces field service efforts through faster digital processing
- Ensures that qualified customer data is always up to date for both individual and targeted customer approaches and better service with faster response times
- Provides ticket system support for the rapid processing of support requests
- Increases customer and employee satisfaction

CAS genesisWorld

Project data

- CAS genesisWorld Premium
- Modules: Form & Database Designer, Helpdesk, Project Planning
- Interface to merchandise management system M-Soft

Customer

- SEH Computertechnik GmbH
  www.seh.de
- Professional network solutions, individual solutions, with over 30 years of experience
- Worldwide marketing through own subsidiaries in the USA and Great Britain as well as an extensive partner and distributor network
- Founded in 1986

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