



Reference



CAS genesisWorld

CRM/XRM for small and medium-sized companies





» CAS genesisWorld provides first-class support to our service team by enabling us to record and edit our customer orders centrally in the Helpdesk, additionally, the service team can plan and document service visits optimally in the system. «

Stefanie Spelsberg-Buchner, Managing Director



Industry sector

Services offered: Bicycle sales, service and repairs

Requirements

- Replace a number of stand-alone solutions
- Establish a central database
- Provide a ticket system for service requests
- Recording of assembly/service reports
- Allow digital service reports
- Mobile access for service technicians
- Enable operational and resource planning
- Allow the georeferencing of CRM data
- Automatic report creation

Benefits and Advantages

- More transparency and managed company knowledge thanks to the centrally stored data, and current information which can be accessed anytime and from anywhere
- Fast-reacting customer care thanks to central, systematic ticket management
- Improved scheduling of service staff thanks to, for example, the georeferencing of orders
- Helps to avoid communication islands and, thus, improve communications in general
- Simplified report creation using relevant data available at the touch of a button, which improves informed decision-making

CAS genesisWorld

Project data

- CAS genesisWorld Premium
- Module: Form & Database Designer, Geomarketing, Helpdesk, Report

Customer

- Buchner Gesellschaft m.b.H., www.happy-bike.at
- Sales of bicycles for commercial bicycle renting, including repair service
- Guarantee processing for bicycle manufacturers and producers of fitness equipment
- Founded in 1985, 12 employees

Network Concept

- More than 25 years experience with CRM and ERP projects
- 3 locations (Karlsruhe, Lich, Niedernhausen)

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



Network Concept GmbH
76227 Karlsruhe
+49 (0) 721 915048 - 0
www.networkconcept.de

