

Reference



KAROSSERIE FABRIK BIBERACH



» We were impressed with the professional and systematic approach during the implementation of CAS genesisWorld by NEWA Systemhaus GmbH. «

Frank Denz, Management

CAS  genesisWorld

xRM and CRM for small and



» All our customer information is now saved in one system and available to all our employees. This helps to promote transparency and accelerates processes. «

Paul Wohnhas, Procurator and Member of Management



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### Industry

Commercial vehicles/automotive industry

### Requirements

- Information stored centrally
- Optimization of sales and replacement of manual sales systems
- Use in internal sales and field sales
- Access data from ERP in the CRM system
- Integration with Sage ERP b7
- Mobile CRM

### Benefits and advantages

- Reduced workload and increased service quality thanks to immediate availability and central maintenance of relevant data
- Concise data: Automatic synchronization of address changes in ERP and CRM thanks to ERP integration
- Efficient cross-departmental teamwork between employees on site and staff in the field through automated workflows and individual views of the day-to-day business (e.g. the possibility to create follow-up tasks)
- Simple delegation and great transparency in the execution of tasks and phone calls
- Access to all data on the go thanks to mobile CRM as well as efficient preparation for visits
- Effective segmentation of client potentials for optimized customer support

## CAS genesisWorld

### Project data

- CAS genesisWorld Premium Edition
- Sales pro module
- Implementation in Sage ERP b7

### Customer

- KF Biberach GmbH, [www.kfbc.de](http://www.kfbc.de)
- Full service provider in the area of cab and cabin construction. Suppliers of well-known manufacturers in Germany and abroad
- Founded 1868
- >60 employees

### CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed to meet the needs of SMEs
- Mobile CRM solutions based on CAS SmartDesign® technology for smartphones, tablets and browser
- Secure data thanks to a sophisticated, multi-level permission system
- Very good price-performance ratio
- Established product – winner of several awards
- Over 200 CRM experts provide on-site support
- Being used successfully by more than 20,000 companies

## Contact and Consulting

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