

Reference



**CAS** genesisWorld

CRM/XRM for small and medium-sized companies





» Now with the CRM solution, it is finally possible for us to link all the related customer information within the company to each other, and to create more efficient customer-oriented processes for all the departments involved. «

Magdalena Wagner, CRM Manager



## Industry sector

Food

## Requirements

- Provide a central solution for capturing and managing all business relationships
- Ensure a user friendly search function and duplicate checking
- Include geo-indexing for map displays
- Mobile access
- Authorization concept

## Benefits and Advantages

- Enables much faster and precise reactions when in contact with customers, thanks to the central data repository which includes the complete communications and interaction history for any given customer in a well-structured 360 degree view
- Efficient planning of appointments, for example, a rapid overview of any upcoming tasting events as well as functionality to find free appointments with the help of the team calendar
- Simple and easy information retrieval on customers and projects making routine work easier
- Field staff now enjoy mobile support for their operative tasks
- Crystal Reports enables clear analyses and well-structured reports making decision-making easier
- Professional newsletter integration

## CAS genesisWorld

### Project data

- CAS genesisWorld Premium, Web Client app
- Modules: Form & Database Designer, Exchange Sync, Geomarketing, Report
- Integrations: CleverReach, ERP System (Navision)

### Customer

- Haubis GmbH, [www.haubis.com](http://www.haubis.com)
- Family-run bakery located in Petzenkirchen, Lower Austria
- They count among Austria's largest producers of baked goods
- More than 5000 partners
- Founded 1902
- 590 employees

### 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
- 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



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