

Reference



CAS genesisWorld

xRM and CRM for small and medium-sized companies



»“Within our advisory group and recruitment department, there was a limited overview of all relevant contact details of our business relations. With CAS CRM, we have a complete software solution, which helps us register clients, freelancers, suppliers and students/trainees. We have an overview of all customer interactions in a handy digital interface and can now quickly and effectively create marketing campaigns. This encourages collaboration with our business relations.”. «

Cees Kraaij, Director of Lodewijck Groep.



A fresh view on spatial planning

Improvement of commercial processes through CRM

Requirements

- Centralized database for all relations
- Web and mobile usage CRM software
- Sales opportunity optimization
- Seamless integration of Microsoft Outlook
- Professional document management system
- Target group candidate management
- Supplier management
- Convenient tracking of active and inactive customers

Benefits and Advantages

- Complete overview of freelancer network in CRM
- Streamlined commercial process insight
- Improved task management within the organization
- Appointment integration with agenda functionalities
- Traceability of contracts and documents



Project data

- CAS genesisWorld Premium

Customer

Lodewijck Groep

<https://lodewijckgroep.nl/>

CAS CRM

- 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
- Scalable solution
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- Being used successfully by more than 20,000 companies in more than 40 countries

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