

Reference

Mikro ▶ Kapital

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Back to the
real economy.

CAS genesisWorld

CRM + AIA[®] for small and
medium-sized companies





» CAS genesisWorld helps us to establish clear company-wide account management and efficiently manage a sales team distributed in 40 countries. With the central CRM platform, we now have comprehensive control over all accounts and avoid customer overlap. It is a solution that can work wonders if you take the time and patience to register all customer and transaction details. We are working smoothly with Soft Net Consulting and plan to add more functionalities once the team gets used to it and builds trust.«

Nicola Troilo, Chief Marketing Officer

Mikro Kapital

Industry sector

Financial services

Requirements

- Detailed reports on the activity at the branch and agent level
- Development of a customer-centric strategy
- Coping with a constant increase of prospects
- Account management and full traceability of leads and opportunities
- A tool that improves productivity for a geographically dispersed, global workforce

Benefits and Advantages

- Transparent management and consistent data from global prospects and customers without multiple registrations of the same individuals or legal entities
- Simplify and centralize account management by working effectively on the same CRM platform
- Targeted and efficient marketing activities through segmentation by location, interests and services
- Seamless connection to Microsoft Outlook with immediate access to associated customer data and information
- Comprehensive overview of all business activities selected in branches, representatives and customers or by interval type and/or service category thanks to individual dashboards and varied evaluation options.
- Professional lead management thanks to systematic and transparent allocation prospects or clients to different sales agents

CAS genesisWorld

Project data

- CAS genesisWorld Platinum Suite

Customer

- Mikro Kapital, www.mikrokapital.com
- Multinational non-banking financial institution (NBFI) that specializes in granting microfinancing opportunities to SMEs in various fields of activity
- The company supports entrepreneurs that need quick access to capital to transact their business by providing accelerated processes for data processing and risk assessment
- Employees: 3,500
- Founded in 2008 in Luxembourg by the Italian banker, Vincenzo Trani

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
- CAS products being used successfully by more than 30,000 companies worldwide

Contact and Consulting



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