



Reference



CAS genesisWorld

CRM + AIA® for small and medium-sized companies





» After introducing CAS genesisWorld as part of a comprehensive, company-wide digital strategy, we were able to make significant gains in efficiency and transparency across all our company processes. Now, all relevant information is always current and available to our employees. «

Viktoria Werner, Project- and Process Management



Industry sector

e-Commerce for ecologically-sound, socially-responsible, high-quality products

Requirements

- Modernize and improve dialogs; Transparency in measures and goal-setting
- Conserving resources by using less paper - paperless office
- More efficient customer and supplier management
- Analyses, Dashboards and KPIs
- Optimize service, sales, marketing and product management
- Modernize and network purchasing and accounts processes

Benefits and Advantages

- Simplification of many internal processes and more transparent collaboration and communication among employees thanks to digital task management
- Fast all-round view of customer and supplier files and thus faster response time to inquiries
- Routine work is made easier with smart search functionality up-to-date data records
- Targeted marketing actions and response capture thanks to multi-layered filter functions
- Sound basis for decision-making with central overviews in dashboards and evaluation options



Project data

- CAS genesisWorld Premium/Suite
- Modules: ERP connect, Exchange Sync
- Migration of addresses, products, product groups and receipt data
- Interface to the cosMo ERP system

Customer

- memo AG
www.memo.de, www.memo-werbeartikel.de, www.memolife.de
- Sustainable e-Commerce trade
- Founded in 1991
- Approx. 150 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
- 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

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