Reference

SÜDWEST METALL

CAS genesisWorld

CRM + AIA® for small and
medium-sized companies

CAS SOFTWARE

SÜDWESTMETALL

Industry sector

Employers' association

Requirements

- Ensure a standardized system for the head office and all district groups
- Central management of member data
- Simple collection of master data
- Work efficiently with e-mail campaigns and mail merge documents
- Integrated event management
- Allow evaluations and analyses
- Settlement of membership fees

Benefits and Advantages

- Saves time and minimizes errors in data collection and digital master data collection using personalized surveys
- Ensures consistent data by breaking down data silos, avoiding duplicates in a central platform
- Provides a holistic overview of the interaction with the individual member companies
- Enables the evaluations of member companies with just a few clicks
- Capable of sending target group-specific letters (e-mail and print)
- Has improved internal flow of information, including with the district groups
- Allows the settlement of membership fees taking into account different contribution models

CAS genesisWorld

Project data

- CAS genesisWorld Premium
- Modules: Duplicate Finder pro, Easy Invoice, Event Management, Report, Survey
- itd interface framework

Customer

- Customername www.webadress.com
- Verband der Metall- und Elektronikindustrie Baden-Württemberg e. V. (Südwestmetall), www.suedwestmetall.de
- Cross-sector association of companies in the metal and electrical industry in Baden-Württemberg that are bound by collective agreements
- Founded in 1947
- 260 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
- CAS products being used successfully by more than 30,000 companies worldwide

Contact and Consulting

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CAS CRM
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