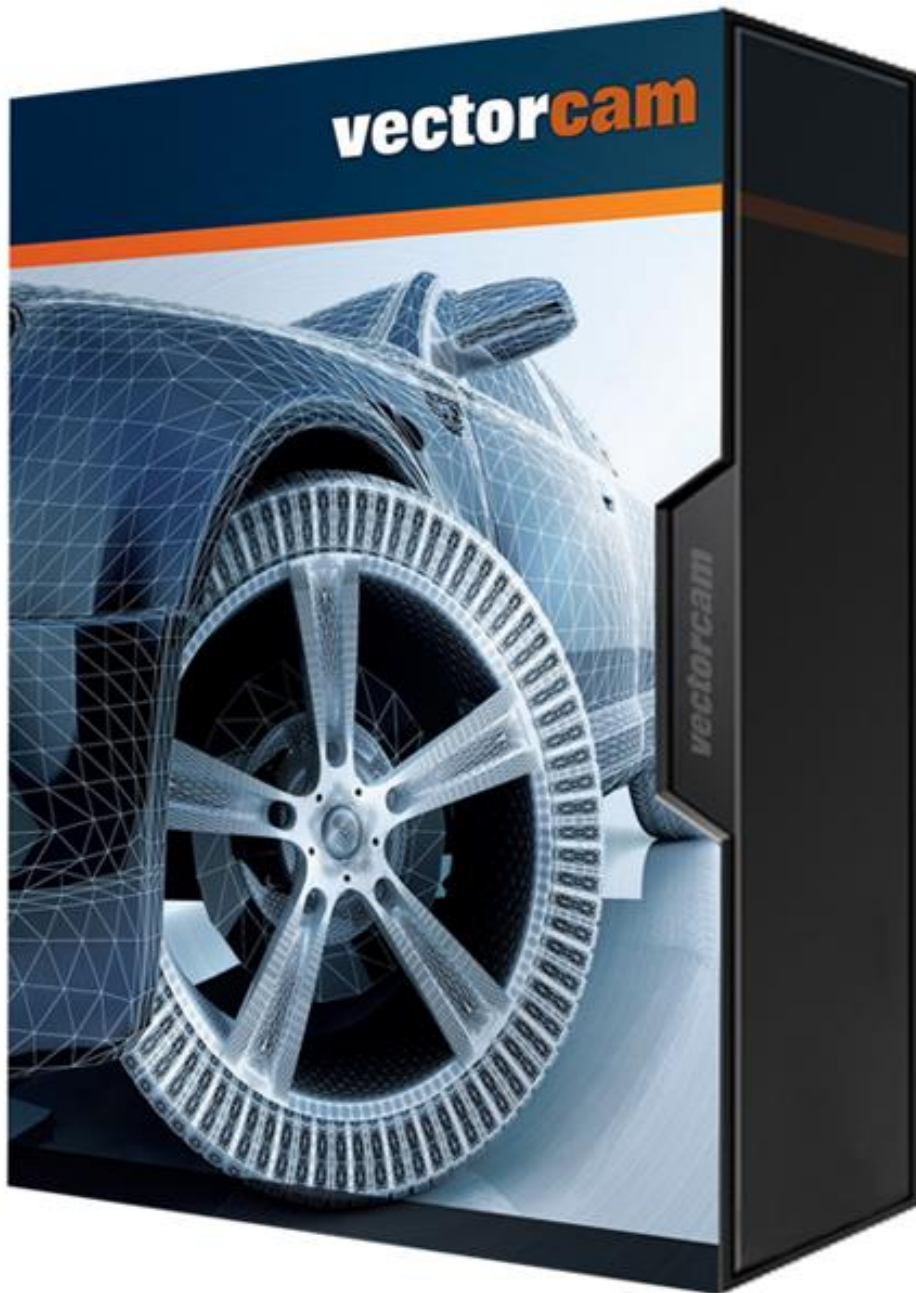Reference

vectorcam

CAS genesisWorld

xRM and CRM for small and
medium-sized companies

CAS SOFTWARE

> » With CAS genesisWorld, we have the right technological tool enabling us to prepare our business for digital transformation, and to reach our customers and leads across all sales channels in an agile and flexible way. «
>
> Günter Böhning, CEO

vectorcam

Sector

CAD/CAM software

Objectives and requirements

- Technological tool for digital transformation
- Greater transparency of business KPIs
- Add valuable information to the company's merchandise management system
- Optimize sales and marketing management

Benefits and advantages

- Customer-centric business strategy
- Better information resources, faster response times, better service thanks to cross-company customer information available anytime, anywhere
- Up-to-date contact and address management with no duplicates, and categorized to provide a targeted customer approach across all sales channels
- Fast execution of administrative tasks relating to license and service agreements
- Transparent helpdesk support with automated processes
- Compliance with data protection regulations based on multi-level rights system
- Enhanced agility and flexibility

CAS genesisWorld

Project data

- CAS genesisWorld Suite
- Modules: Form & Database Designer, Report, bpi Import
- Interface to 2020 Factory Network

Customer

- vectorcam GmbH
  www.vectorcam.com
- 40.000 satisfied customers worldwide use the vectorcam CAD/CAM system
- Founded in 1993
- 8 employees

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially tailored to the needs of SMEs
- Mobile CRM solutions in CAS SmartDesign® for smartphones, tablets and browsers
- Secure data thanks to mature multi-level rights system
- Very good value for money
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- Successfully deployed by more than 20,000 businesses

Contact and advice

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