



Reference

**URETEK**<sup>®</sup>  
BEWAHREN, WAS UNS TRÄGT

**CAS** genesisWorld

CRM/XRM for small and  
medium-sized companies





» Using CAS genesisWorld our communications improved significantly thanks to the comprehensive digital documentation process. Covering for sick leave and holidays is also much easier as our sales team has immediate access to any relevant data records. «

Jürgen Lucas, Technical Service



## Industry sector

Construction industry

## Requirements

- Management of customer data, addresses and documents, as well as the ability to assign addresses sensibly with a rights system
- Sales including project management
- Comprehensive address management, mails, calculations, calendars, phone calls and project documentation as well as complete digital project dossiers
- Telephony system via Windows TAPI, phone call lists, e-mail client, roles and rights system, SQL database for projects, internal processes as well as appointments including holiday
- Individually customizable

## Benefits and Advantages

- Faster, clearer communications and holiday cover thanks to structured documentation and access for all employees
- Time saved with routine administrative tasks thanks to central data storage and automatic processes - no duplicates, no double-handling, individual views of relevant information
- Clear, transparent documentation which everyone can view, thus enabling easy cover when team members are sick or on holiday
- Optimal support also for field staff thanks to the Web client and apps



## Project data

- CAS genesisWorld Standard + Premium
- Module: Event Management, Mobility, Mobile apps, Report, Survey, ERP connect
- Interface to Navision and VirTic, Inxmail integration, individual calculation mask, individual reports, ajcs CentralPhone
- Navision, telephone system, time recording, Tableau evaluation tool - coupling data to other systems

## Customer

- Uretek Deutschland GmbH, [www.uretek.de](http://www.uretek.de)
- Subsoil reinforcement and concrete floor rehabilitation
- Founded 2001
- 42 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

## Contact and Consulting



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