

Reference



» For us, CAS genesisWorld is an optimal instrument which gives us a clear view of what needs to be done, as well as providing us with support for comprehensive customer consultations thus delighting our customers. «

Patrick Hantke, Project Manager

**CAS** genesisWorld

CRM/XRM for small and medium-sized companies



» Deploying the new CRM solution is a big plus for us in process optimization and creating more transparency through direct comparison with the ERP system. While at the same time, we are living up to our claim of always working that little bit more efficiently. «

Patrick Hantke, Project Manager



### Industry sector

Linear-axis drive train technology

### Requirements

- More transparency in process organization
- Integration of the existing ERP system
- Comprehensive view of relevant customer information
- Strengthen both back and front office

### Benefits and Advantages

- Ensures comprehensive customer consultation and service with a 360-degree view of all the interaction data for optimal customer comprehension
- Provides overarching customer information regardless of the time or place
- Guarantees clear, well-maintained company knowledge thanks to central data management which is updated daily
- Provides significant business benefits on a day-to-day basis as well as increasing efficiency with digitally supported processes and rapid access to information
- Helps to ensure structured decision-making with the merging and analysis of customer projects, visit reports and KPIs from the ERP system
- The Reporting module helps us to discover new sales potential
- No more duplicate contact data records thanks to direct comparisons with the ERP system

## CAS genesisWorld

### Project data

- CAS genesisWorld Platinum Suite
- Integration Microsoft Dynamics NAV

### Customer

- Bahr Modultechnik GmbH,
- [www.bahr-modultechnik.de](http://www.bahr-modultechnik.de)
- Specialists in the development and manufacture of linear axis drive trains
- 5.000 m<sup>2</sup> of manufacturing plant in Luhden,
- Represented in 24 countries through authorized dealers
- Founded 1990
- 78 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



bpi solutions gmbh & co. kg  
33659 Bielefeld  
+49 521 9401-0  
[www.bpi-solutions.de](http://www.bpi-solutions.de)

