

Reference



» With CAS genesisWorld we managed to make our communication more efficient. All information about sales processes is available at a glance. «

Robert Stolz, Managing Director

**CAS** genesisWorld

xRM and CRM for small and medium-sized companies





» We were impressed with the professional and systematic approach during the implementation of CAS genesisWorld by NEWA Systemhaus GmbH. «

Robert Stolz, Managing Director



### Industry sector

Industry, machine and plant construction

### Requirements

- Optimization of sales and marketing
- Facilitation of the dispatching process of brochures
- Display and structure of communication
- Information available in one system
- Mobile CRM
- Replacement of Outlook and file organization
- Replacement Sage CRM

### Benefits and Advantages

- Company-specific definition of an effective sales process, transparency throughout all steps from the initial communications to closing the deal, and everything in between such as qualifying leads, the opportunity and after-sales services.
- Relief in the day-to-day business by supporting the automated follow-up system
- Access to all customer information thanks to the comprehensive dossier for best consulting and excellent service
- Comprehensive search and filtering functions for targeted marketing campaigns: creation of distribution lists for specific target groups
- Time savings and improved transparency thanks to systematic dispatch of brochures
- Solid decision-making based on reports

## CAS genesisWorld

### Project data

- CAS genesisWorld Premium
- Module Sales pro

### Customer

- STOLZ Aufrolltechnik GmbH, [www.stolz-aufrolltechnik.de](http://www.stolz-aufrolltechnik.de)
- Leading vendor for customized retractor technology for hoses
- Honored as the winner of the 2016 TOP 100 competition as Innovator of the Year
- ca. 50 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
- Safe data through mature, multi-stage legal system
- 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 20,000

## Contact and Consulting



NEWA Systemhaus GmbH  
88521 Ertingen  
+49 7371 9594-50  
[www.newa.de](http://www.newa.de)



[www.cas-crm.com](http://www.cas-crm.com)