

Reference



BAUFRITZ
WIR BAUEN GESUNDHEIT



CAS genesisWorld

CRM + AIA[®] for small and
medium-sized companies





» With CAS genesisWorld, we don't have to make any compromises. The CRM solution could be adapted precisely to our processes and remains dynamic in the event of any change. This guarantees us long-term use despite the constant development of our company. «

Siegfried Streitl, IT Manager



Industry sector

Construction

Requirements

- Central data storage
- Mapping of the sales process from lead generation in marketing to contract conclusion
- Establish a lead qualification process
- Opportunity and task management
- Mobile working for the trade representatives
- Extensive evaluation options
- User friendliness of the software

Benefits and Advantages

- Increased data quality and safeguarding of corporate knowledge thanks to structured data management and maintenance
- More efficient, stringent lead process thanks to better conversion rate of contacts with the sales funnel
- Smooth transfer of new addresses to trade representatives through intelligent filter functions and views
- Improve the interaction between field and office staff thanks to the always up-to-date 360° degree view of relevant communication and interaction data
- Preparation of high quality forecasts for management

CAS genesisWorld

Project data

- CAS genesisWorld Premium
- Modules: Form & Database Designer, Report, Event Management, Survey
- itd interface framework

Customer

- Bau-Fritz GmbH & Co KG, www.baufritz.de
- This family business plans and realizes ecologically sustainable architectural houses, all of which are made from non-toxic building and insulation materials
- Founded in 1896
- 400 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
- 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**
A SmartCompany of CAS Software AG
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