

Reference



CAS ^{globe icon} genesisWorld

CRM + AIA® for small and medium-sized companies



» With CAS genesisWorld, we opted for a standard CRM with a wide range of functions. itdesign used this to plan and implement our CRM solution, which now allows the sales department in particular to work more professionally. «

Roman Steiner, Key User



Industry

Prefabricated buildings

Requirements

- Central data storage and address management
- Managing sales and sales territories
- Automatic assignment of addresses to sales representatives via zip code areas
- Task management with reminder functions
- Structured and simple search via filters
- Simple advertising success control
- Quick evaluation of KPIs and sales quotas
- Mapping the requirements of the GDPR, such as the right to erasure and the right to information

Benefits and advantages

- More time for customer needs with quick and easy access to relevant data and semi-automated address creation
- Smooth transfer of new addresses to the sales representatives
- Targeted and efficient action in sales, as company/customer knowledge is stored digitally and can be accessed immediately
- Provides a good overview and prevents things slipping-through-the-net thanks to automated processes with tasks and resubmissions
- Keeps us focused on successful advertising channels thanks to comprehensive evaluation options
- Ensures GDPR-compliant work



Project data

- CAS genesisWorld Premium/Suite
- Modules: Form & Database Designer, Report, Survey, Geomarketing
- Replace Microsoft Dynamics

Customer

- Regnauer Fertigung GmbH & Co KG
www.regnauer.de
- Prefabricated building manufacturer with 95 years of experience in timber construction
- House and commercial buildings in prefabricated timber construction
- Founded in 1929
- 240 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
- CAS products being used successfully by more than 30,000 companies worldwide

Contact and Consulting

itdesign

itdesign GmbH
72072 Tübingen
+49 7071 3667-66
itdesign.de/en/



CAS CRM
A SmartCompany of CAS Software AG

www.cas-crm.com