

## Reference



» By using an integrated software solution all our company information and processes can be digitalized. We can work more efficiently with this simple solution and have a much better overview and improved control. «

Wilfried Dries, Founder, Owner & Managing Director

**CAS** genesisWorld

CRM + AIA® for small and medium-sized companies





» Using CAS genesisWorld we can use our call scripts efficiently and afterwards easily create high-quality reports for our customers. We have a reduced workload and can plan more effectively so that we can complete our work with less effort. This gives us more time to invest in addressing our individual customer requirements! «

Wilfried Dries, Founder, Owner & Managing Director



#### Industry sector

Business consultancy

#### Requirements

- Integrated CRM solution
- All information (mobile) available everywhere
- Sales optimization
- Digital support for all processes including process tracking
- Good management overview, reports

#### Benefits and Advantages

- Improved overview and control of all business contacts thanks to clearer access to comprehensive, relevant contacts and interaction histories via the customer dossier
- More time for customer requirements thanks to the timesaving standardization of business processes – very efficient “working day” for example, due to automatic reminder assistants
- Faster and much improved report creation
- Data quality and value creation have been significantly improved, thanks to comprehensive evaluation functionality and custom dashboards
- Increases customer and employee satisfaction and improves professionalism
- Target group specific forms of address with the seamless integration of marketing automation using “mailchimp”



#### Project data

- CAS genesisWorld Premium
- Module: Survey
- Mailchip integration

#### Customer

- Dries Sales Support, [www.dries-sales.nl](http://www.dries-sales.nl)
- Professional sales specialist and trainer with more than 30 years' experience
- Founded in 2016

#### 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