

Reference

Lenzing
Plastics



CAS genesisWorld
CRM/XRM for small and
medium-sized companies





» Before deciding on CAS genesisWorld, we checked and tested multiple CRM providers. We finally decided on CAS genesisWorld, because it was designed specifically for small and medium-sized companies. With SALDO, we also had a project partner at our disposal quickly as they are located close to us in the same region. «

Martin Schädle, Managing Director



Industry sector

Plastic processing industry

Requirements

- Professional address management
- Optimization of work processes
- SAP integration
- Outlook e-mail program integration
- Opportunity management
- Needs to be flexible and mobile

Benefits and Advantages

- Less maintenance required thanks to the professional address management of all relevant customer data including a suitable contact person
- Great transparency and better customer service: Using smart search functions or views, key customer information is available quickly with just a few mouse clicks also mobile
- Time saved on routine tasks thanks to simplified and automated work processes
- SAP data now integrated into the CRM system for a comprehensive overview
- Using the Microsoft Outlook Add-In, directly access CAS genesisWorld information from Microsoft Outlook.
- Insightful and automated analysis options



Project data

- CAS genesisWorld Premium und SmartDesign View
- Modules: Form & Database Designer, Report
- Client, Report Manager, CAS Connectors Exchange Sync
- Integration: ERP system SAP

Customer

- Lenzing Plastics GmbH & Co KG
www.lenzing-plastics.com
- Worldwide leading manufacturer of
- polyolefin and fluoropolymer products
- Development, manufacture and sales of plastic products, in particular, films, film threads, filaments, profiles, fabrics, fibre-reinforced plastics and many other plastic products
- 350 employees

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed for the requirements of SMEs
- 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



SALDO EDV-Beratung GmbH
3100 St. Pölten
+43 2742 / 751 10 0
www.saldo.at



www.cas-crm.com