

Reference



CAS genesisWorld

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





» The adoption of CAS genesisWorld has transformed the way we connect with our customers and manage our service process. CAS CRM has empowered us to deliver more personalized services while streamlining internal processes, leading to higher customer satisfaction and improved operational. «

Luis Fernando Araque Perico, Costumer Service Director



Industry sector

Gambling, Lottery

Requirements

- Deployment of an integrated customer service management system
- Centralized database for distributor inquiries and tracking of PQRs (Petitions, Complaints, and Claims)
- Automated workflow management for claim processing
- Secure handling of confidential customer data
- Multichannel support capabilities (phone, email, web portal)
- Reporting and analytics tools to monitor service performance

Benefits and Advantages

- 40% reduction in response time to customer inquiries.
- Simplified ticket claim processing, reducing processing time by 50%.
- Improved tracking and resolution of customer inquiries.
- More efficient communication between the customer service department and other company divisions.
- Reporting capabilities with real-time data to enhance company decision-making Professional customer management

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Project data

- CAS genesisWorld
- Customer Service Management; Report Manager, Workflow Management

Customer

- Lotería de Boyaca
<https://loteriadeboyaca.gov.co/>
- State lottery operations and management
- One of the leading state lottery organizations in Colombia, serving millions of customers across the region
- Employees: 1000
- Founded in: 1923

CAS genesisWorld

- 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



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