

Reference



CAS genesisWorld

XRM and CRM for small and medium-sized companies





» The laboratory that thinks, needs software that thinks.
CAS genesisWorld has intelligent functions and notification services
which fulfil this role. «

Ingo Grimm, Head of Sales & Service



Sector/industry

Microbiological laboratory

Objectives/requirements

- 360 degree view of customers
- Define the sales process, build up sales support
- Make quote creation simpler
- Enable analysis of existing customer data
- Structure new customer acquisition
- Integrate the Laboratory Information Management System (LIMS)
- Interface to e-mail marketing

Benefits and advantages

- Comprehensive customer care and expert consulting thanks to a complete customer dossier available at the touch of a button
- More efficient working thanks to automatic and optimized sales processes
- Qualified overview of the sales potential of prospective customers
- Recognize and exploit the requirements of existing customers
- Key performance indicators allow effective management and ensure a solid basis for decision-making
- Professional marketing with customer specific e-mail campaigns



Project data

- CAS genesisWorld Premium
- Module: Form & Database Designer, Report Manager
- LIMS interface
- Enable the use of Inxmail

Customer

- Labor LS SE & Co. KG
www.labor-ls.de
- The SE (Societas Europaea), with its comprehensive range of laboratory and consulting services, is one of the most prominent contract laboratories Europe wide in the area of pharmaceuticals, medicine products, cosmetics and the foodstuffs industry.
- Founded 1987
- 440 employees

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially tailored to the needs of SMEs
- Very good value for money
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- Successfully deployed by more than 30,000 businesses

Contact and Consulting



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