



Reference



rogatti

CAS  **genesisWorld**
xRM and CRM for small and
medium-sized companies





CAS genesisWorld is more than just a CRM system. It supports us in many different process areas. «

Thomas Kubesch, Quality- and Environmental Management



Industry sector

Industry

Requirements

- Link communications with data records (form letters, phone calls, contact persons)
- Sales, QM, project management and construction, administration
- Develop business from requests through to the sending of samples, communications, document management, sales
- E-mail management, form letters, scheduling appointments
- Infra connection and telephony

Benefits and Advantages

- Helps to ensure smoother internal and external communications and work processes with faster reaction times, saves time thanks to finding data and documents more quickly thanks to the digital customer- and project dossiers as well as smart search functionality
- From filing cabinets to paperless and digital, legally compliant documentation - corporate knowledge is secured
- Uniform, structured document organization with templates, versioning and fast access
- Better service with a tailored approach thanks to evaluation/reports from quality management
- Greater employee satisfaction through transparency



Project data

- CAS genesisWorld Engineering
- Modules: Survey Client, Survey Manager, Report Manager, ERP connect, Exchange Sync "M"
- Interface to Infra

Customer

- rogatti Bewegungstechnik GmbH & Co. KG
www.rogatti.de
- Development and manufacture of customer specific system solutions and pneumatic components
- Founded 1961
- 80 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
- Being used successfully by more than 20,000 companies

Contact and Consulting



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