

Reference

ONSTEIN TEXTIEL  
AGENTUREN

· EGE · LINTEX ·  
· RANDERS+RADIUS · HAMMER ·



**CAS** genesisWorld

CRM/XRM for small and  
medium-sized companies



» Using CAS genesisWorld we can now manage all our customers in one complete software solution. It is flexible and scalable, just what we were looking for. «

Gijs Onstein, Owner of Onstein Textiel Agenturen B.V.



## Industry sector

Designer flooring and furniture

## Requirements

- Provide a central database for all address and contact data
- Deploy and use web and mobile clients
- Segment customers according to product interests
- Ensure the seamless integration of MS Outlook
- Provide a professional document management system
- Enable digital checklists for orders
- Establish an automatic process for quotes and follow-ups
- Allow detailed insights into sales reports
- Easily integrate with the CAS Mailing App

## Benefits and Advantages

- Enjoy efficient, transparent business processes thanks to the ready availability of all relevant customer and interaction data at each workstation and when mobile
- Targeted acquisition processes thanks to automatic rules and reminders for sales follow-ups
- Provides products with groups and prices for easy quotes with templates and intelligent selection options
- Well-informed decision making with comprehensive reports, for example, turnover by product or modelling of project results with comparisons of purchasing and sales figures

# CAS genesisWorld

## Project data

- CAS genesisWorld Premium
- Module: Form & Database Designer, Report Manager

## Customer

- Onstein Textiel Agenturen B.V.  
Quality & Design, [www.onstein-textiel.nl](http://www.onstein-textiel.nl)
- Consulting, interior design and traders of valuable designer flooring and furniture
- Carpet sales, white and glass walls
- Modern design and cradle-to-cradle production methods

## 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
- Scalable solution
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- Being used successfully by more than 30,000 companies in more than 40 countries

## Contact and Consulting

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