

Reference



CAS genesisWorld

CRM + AIA® for small and medium-sized companies





» The central CAS genesisWorld platform solution enables improved networking across sales and service locations, thereby significantly optimizing information exchange with customers. Data quality and automated processes strengthen our consulting services at all levels and, thus, our very personal and valued customer relationships. «

Moritz Adam, Product Management



Industry sector

Manufacturing companies, microtechnology

Requirements

- Replacement of separately running systems for sales and service
- Central platform featuring cross-departmental and cross-location information (incl. USA) for effortless interaction
- Flexible and customizable solution
- Pure web client can also be accessed without a VPN
- Target group-specific distributor for marketing campaigns

Benefits and Advantages

- Efficient central knowledge platform strengthens customer communication thanks to immediately accessible and comprehensive information and cross-departmental and cross-location collaboration
- Improved customer service with rapid insights into processes, tickets and all interactions
- Transparent and efficient day-to-day operations with individual dashboards as a central knowledge and organizational hub
- Agile and customizable workflows, e.g. for preparing quotes from sales to service
- Routine tasks simplified, as checklists and documents are always to hand
- Steadily growing enthusiasm of employees to try out the system and create new workflows

CAS genesisWorld

Project data

- CAS genesisWorld Platinum Suite
- Prepared for connection to SAP

Customer

- Kern Microtechnik GmbH,
www.kern-microtechnik.com
- Development and production of microtechnology components
- Operating successfully worldwide for more than 60 years with innovative products and services
Made in Germany
- High-precision engineering and contract manufacturing of superior key components
- Founded in 1962, 200 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
- CAS products being used successfully by more than 30,000 companies worldwide

Contact and Consulting

Wir beraten Sie gerne zum Thema XRM/CRM.

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www.cas-crm.com