

Reference

**SMT**  
RECYCLING GMBH



**CAS** **genesisWorld**

CRM + AIA® for small and  
medium-sized companies





» With CAS genesisWorld, we have software at our disposal that guarantees efficient project management. The time savings compared to previous Excel/OneNote solutions are enormous. «

Tina Schmid, Authorized Signatory and Project Manager



## Industry sector

Recycling Industry

## Requirements

- Enable a central solution for increasingly complex project management
- Ensure master data management
- Provide customer structure modeling
- Develop a database of recyclers
- Create invoices, connect individual data fields for controlling and monthly reports
- Allow task and time management
- Accommodate campaign management
- Implement multilingualism

## Benefits and Advantages

- Serves as a unified knowledge base for all employees with a 360-degree view
- Yields more accurate and faster customer interactions, enabled by centralized data storage and interaction history in a comprehensive 360-degree overview
- Significantly streamlines workflows through automated processes
- Visualizes complex workflows
- Provides time tracking at customer, project, and task levels
- Guarantees quick employee adoption due to user-friendly handling



## Project data

- CAS genesisWorld Platinum

## Customer

- SMT Recycling GmbH, [www.smt-recycling.com](http://www.smt-recycling.com)
- Collection and treatment of waste and wastewater
- Founded in 2017

## 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



SALDO EDV-Beratung GmbH  
3100 St. Pölten  
+43 2742 751 10 0  
[www.saldo.at](http://www.saldo.at)



[www.cas-crm.com](http://www.cas-crm.com)