



Reference



» Deploying CAS genesisWorld at MÖRK was a digital revolution for us. Basically, we digitized our previous processes and tasks which used to take a paper form or which were processed using manual communications. After deploying the CRM system we continued to work with mpl Software and develop new ideas regarding the modelling of processes in CAS genesisWorld. «

Felix Aamot, IT and CRM Project Manager

CAS genesisWorld

xRM and CRM for small and medium-sized companies





» Deploying CAS genesisWorld at MÖRK was a digital revolution for us. Things which we accomplished through manual communication processes are now taken care of by the CRM software. «

Felix Aamot, IT and CRM Project Manager



Industry sector

Construction company - Develop, Plan, Build

Requirements

- System supported modelling of internal company workflow
- Structured project management
- Reduction of search and administrative effort
- Consistent and clear document filing
- Professional contact management

Benefits and Advantages

- Digitalization of building documents with allocation of subcontractors
- Documents can now be found more quickly using consistent, automatic keyword allocation and advanced filter options
- Annually, we save approximately 50 working days thanks to the system's modelling of the invoice process
- New requirements and processes are modeled flexibly in CAS genesisWorld
- Efficient interdepartmental communication
- Document life cycle with approval process
- More efficient, transparent holiday planning
- Ticket system for the service department which includes statistical analysis



Project data

- CAS Engineering
- Modules: Form & Database Designer, Report, Survey, Exchange sync, Easy Invoice, Ressource

Customer

- MÖRK GmbH & Co. KG, www.moerk.de
- A family run company operating as strategists, architects and civil engineers in the construction, real estate, church and water construction industry.

- Founded 1902

- 110 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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