

Reference

FURAL

» We decided on CAS genesisWorld, because of the impressive scope of performance the CRM system offers. And best of all, the colleagues in sales love to work with it. The CAS genesisWorld CRM solution offers everything from scheduling appointments and monitoring to analysis, planning customer visits and visit reports. «

Johannes Eder M.A., Head of Marketing

CAS genesisWorld

xRM and CRM for small and medium-sized companies





» The CAS genesisWorld CRM solution raised our project and quote system to a whole new level. All our processes are mapped perfectly, from project identification and project tracking to incoming orders. At the heart of the system, is the ability to link processes with the customer's relevant contact persons. And best of all - the colleagues in sales love to work with it, because they benefit from it directly. «

Johannes Eder M.A., Head of Marketing



Industry sector

Manufacturers of metal ceilings and acoustic walls

Requirements

- To provide a one-stop centralized solution for the recording and management of customer relationships
- Replace stand-alone solutions, adopt exiting data/knowledge
- Function as a tool for managing the sales process and internal processes
- Provide project and quotation system functionality
- Offer e-mail marketing functionality

Benefits and Advantages

- Allows us to get to know our customers and their wishes better, enables us to react more quickly thanks to the 360 degree view - for every customer - all correspondence and details on other interactions are available transparently in the customer dossier
- We can concentrate more closely on important projects and people with opportunities
- Consistent project and quotation management: from project identification and project tracking to incoming orders, the processes are perfectly mapped.
- Comprehensive corporate knowledge is secured, easily accessible and constantly expanded (e.g. regarding matters such as the market and its participants).
- We benefit from successful e-mail marketing campaigns with the SALDO CleverReach module. The SALDO CleverReach interface offers us optimal support for our e-mail marketing campaigns using CAS genesisWorld and CleverReach.

CAS genesisWorld

Project data

- CAS genesisWorld Premium
- Modules: Form & Database Designer, Report Client, Report Manager, Resources 5-pack
- SALDO CleverReach Interface

Customer

- FURAL – Systeme in Metall GmbH, www.fural.com
- Producers of high-quality, metal ceilings and walls
- Operating internationally, worldwide references available
- Founded in 1949
- Employees: 180

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
- Safe data through mature, multi-stage legal
- Flexible, easy to integrate, extendable
- Very good price-performance ratio
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- Being used successfully by more than 10,300 companies

Contact and Consulting



SALDO EDV-Beratung GmbH
3100 St. Pölten
+43 2742 / 751 10 0
www.saldo.at



www.cas-crm.com