



Reference



CAS genesisWorld

CRM + AIA[®] for small and medium-sized companies





» Providing rapid and professional support to our customer base in more than 50 countries is vital to us. Consequently, all customer requests are now organized via the Helpdesk ticket system, handovers are clarified and notifications created automatically. Additionally, we can manage and control customer product usage efficiently. «

Dipl. Ing. Matthias Kalkert, Procurator



Industry sector

Measurement and control technology, production and trade

Requirements

- Central management of customers, project partners, suppliers and other contacts
- Request history and management of machine data
- Organization of service requests and product usage
- Controlling of sales activities
- Customizable masks, fields and workflows
- Replace diverse stand-alone solutions
- Professional multilingual document creation

Benefits and Advantages

- Thanks to centralized data, project and document storage all departments are now optimally informed
- Effective project controlling via consistent workflow templates
- Targeted and immediate communications with field staff and service technicians enable the best possible service even while working on the go
- Rapid access to the knowledge base with smart search and selection functions
- Easy data transfers for comfortable document creation (quotes, orders, delivery notes, invoices) from address, opportunity and project data records

CAS genesisWorld

Project data

- CAS genesisWorld Platinum Suite
- Modules: Form & Database Designer, Report, Easy Invoice, Survey, Sales pro

Customer

- KIMA Process Control GmbH, www.kima-process.de
- Research, development and sales of industrial measuring and controlling technologies
- Customers from more than 50 countries worldwide
- Founded in 1996, 17 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



dibac Software GmbH
41179 Mönchengladbach
Tel.: +49 2161 2930-0
www.dibac.de



www.cas-crm.com