gvp

CAS genesisWorld

CRM + AIA® for small and
medium-sized companies

CAS SOFTWARE

» Once we decided on CAS Consulting as our new CRM, we were impressed by the short introduction that the itd Quick Start provided. It allowed us to start working productively right away and, since then, we've been continuously optimizing the solution in line with our needs based on our growing experience. «

Tobias Grauling

Industry sector

Insurance industry

Requirements

- Replace the old CRM
- Streamline and integrate claims processing
- Provide time tracking for respective claims processes
- Manage vacation times
- Enable mobile availability
- Visualize billing processes
- Provide overviews of travel expenses per respective project
- Reporting
- Ensure a short implementation period for the CRM

Benefits and Advantages

- Provides modern CRM processes
- Increases efficiency through streamlined processes
- Provides overviews of all ongoing claims processes
- Provides solid decision-making foundations, e.g., by analyzing costs per claim for profitability monitoring
- Enhances professionalism with live data during customer visits

Project data

- CAS Consulting
- Module: Report

Customer

- gvp Gesellschaft für Versicherungsprüfung, www.g-vp.de
- Consulting in the corporate insurance sector
- Management of major claims events
- Founded in 1992
- 10 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

itdesign GmbH

72072 Tübingen

+49 7071 3667-66

www.crm.itdesign.de

www.cas-crm.com