



Reference

Aqua free

CAS genesisWorld

CRM + AIA® for small and
medium-sized companies





» CAS genesisWorld supports us by providing a comprehensive, quick and transparent view of all our customer communications at a glance. If we have any questions or problems the team at itdesign provides us with reliable and competent assistance ensuring professional knowledge transfer so that we can tailor the CRM solution to our requirements. «

Dr. Florian Dibbern, Managing Director



Industry sector

Medical technology

Requirements

- Replace Excel and local data capture solutions
- Central data repository, multilingual support
- User friendly and intuitive operation
- Document all customer communications/interactions
- Allow the sending of targeted e-mail campaigns
- Enable trade fair controlling via lead capture and follow-up as well as trade fair documentation
- Autonomous configuration options
- Good price-performance ratio

Benefits and Advantages

- Seamless mobile working with the same data foundation for all involved across a range of different locations including international locations
- Networked 360°-view of all customer relationships
- Allows sales to send e-mail campaigns
- Modeling of internal contact strategies
- Reduced organizational effort thanks to digital delegation and task follow-up
- Well-founded basis for decision making with evaluations as the basis for further action
- Simplified sales work, optimized contacts and semi-automation



Project data

- CAS genesisWorld Premium Edition
- Business model: itd SaaS

Customer

- Aqua free GmbH
www.aqua-free.com
- Internationally operating company, specializing in medical products. Suppliers of products and services relating to water hygiene to both medical and non-medical institutions and facilities.
- Established in 1999
- 160 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



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