

Reference

GÜTH & WOLF
BAND- UND GURTWEBEREIEN



» CAS genesisWorld allows us to access all relevant customer information at one location and purposefully process data. «

Sebastian Wistuba, Head of Sales Support

CAS genesisWorld

CRM + AIA® for small and medium-sized companies





» By connecting customer data with an ERP system using CAS genesisWorld, we can provide our employees in the back office and our sales force with a powerful tool for their daily routines. «

Sebastian Wistuba, Head of Sales Support

GÜTH & WOLF

BAND- UND GURTWEBEREIEN

Industry sector

Technical textiles

Requirements

- Amalgamate all customer relevant data to one central location
- Lotus Notes integration
- Campaign support

Benefits and Advantages

- Efficient processes and cross-department project management thanks to intelligent digital assistants and custom views
- Optimize customer service with seamless customer dossiers that comprise all contact and interaction data, including ERP data
- More transparency and security for company knowledge with one central storage location
- Strengthened consulting and sales profiles
- with digital customer surveys and target-group-specific analyses
- Ease the burden of time-intensive organizational tasks, for example, by providing appointment management and smart search functions
- Improve the management of complex projects by integrating the expertise of the entire company
- Extensive analysis functions, including reports on relevant data records

CAS genesisWorld

Project data

- CAS genesisWorld Platinum Suite
- Integration of ERP solution

Customer

- Güth & Wolf GmbH, www.gueth-wolf.de/en/
- Producing more than 1 Mio. meters of belts and straps every day
- 320 employees
- Established in 1887

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 30,000 companies

Contact and Consulting



bpi solutions gmbh & co. kg
33659 Bielefeld
+49 521 9401-0
www.bpi-solutions.de

