



Reference



CAS [®]genesisWorld

CRM/XRM for small and
medium-sized companies





» With CAS genesisWorld we have a centralized system with which we can analyze and link all relevant customer, supplier, product and statistical information. «

Dipl. Chemist Jens Rautengarten, Managing Director



Industry sector

Paint and coatings industry

Requirements

- Provide a clear and easy to use CRM solution
- Easy to extend and customize the scope of use
- Ensure that information is constantly available throughout the whole company
- Centralized archive functionality
- Allow mobile devices to access and process CRM data
- Integrate with the dibac® ERP system

Benefits and Advantages

- Users enjoy quick access to customer, supplier, product and task dossiers
- Always up to date with the latest documentation on customer phone calls visible in the customer dossier
- Clear and well-structured information
- Versatile calendar functions
- Integrates with Microsoft Office® with access to CRM data
- Efficient customer care



Project data

- CAS genesisWorld
- Module: Form & Database Designer, Report, ERP connect

Customer

- Ernst Diegel GmbH
www.diegel.de
- Founded in 1870
- Employees: >90

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
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- Being used successfully by more than 30,000 companies

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