

Reference

Simons Voss
technologies



CAS genesisWorld

CRM + AIA® for small and
medium-sized enterprises





» Designing and keeping up with international processes is a challenge that we have mastered with CAS genesisWorld. All of our documents and processes are consistent across all of our sites, because we all work with the same software. We can press ahead with our international expansion, because our professionalism is our common foundation. We map our wide range of products with the integrated CAS Merlin product configurator. On this basis, we are driving forward our international expansion based on a high level of professionalism. «

Heiko Eckstein, Head of Sales



Industry

Manufacturing company, Electrical engineering

Objectives/Requirements

- To optimize the structure of the sales processes
- To standardize sales processes across Germany and internationally
- To automate internal processes (sending of information and documents is triggered automatically)
- Complete annual planning and product planning easily
- Make the tool available internationally
- Information and documents stored centrally

Benefits and advantages

- Head of sales can now access information from the sales team quickly and easily, without having to resort to time-consuming communications
- More transparency with the customer dossier - even if employees are on holiday or if employees leave the company.
- Improved the quality of our customer care
- Maintains the professional integrity of our employees and documents across all sites



Project data

- CAS genesisWorld Premium
- Module: Form & Database Designer, Report, ERP connect, Helpdesk, Marketing pro, Sales pro

Customer

- SimonsVoss Technologies GmbH
<http://www.simons-voss.com>
- SimonsVoss Technologies GmbH is the technological market leader in digital, battery-operated integrated access control systems.
- 305 employees

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed to meet the needs of SMEs
- Very good price-performance ratio
- 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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CAS CRM

A SmartCompany of CAS Software AG

www.cas-crm.com/