

Reference

 **TROTEC**
AT WORK.



- Luftentfeuchtung
- Luftbefeuchtung
- Beheizung
- Ventilation

- Klimatisierung
- Luftreinigung
- Trocknung
- Geruchsbeseitigung



CAS genesisWorld

xRM and CRM for small and
medium-sized companies





» CAS genesisWorld enables us to make our work processes considerably more transparent and efficient and to significantly improve customer support, this is possible thanks to the many different ways of integrating all manner of customer information. This also leads to a noticeable improvement in employee satisfaction. «

Jürgen Klein, Head of CRM



Industry sector

Manufacturing company

Requirements

- Transparent key performance indicators
- Address consolidation
- Address transparency and attributes
- Central access to linked data
- Contact management, ticket system, calendar, task-, project- and documentation management as well as communication all in one software solution
- Solid and experienced partners

Benefits and Advantages

- Optimized focus on individual customer wishes thanks to the 360 degree view of customer data and open projects
- Provided a clear increase in the quality of contact data
- Increased transparency of processes and projects makes interdepartmental cooperation easier
- Centralized knowledge available to all takes the pressure off our employees when searching for information
- Structured filing and document templates saves time
- Smart and improved analyses of key performance indicators improve corporate management



Project data

- CAS genesisWorld Premium
- Modules: Form & Database designer, Report manager, Helpdesk, Marketing pro, Sales pro, Project, Survey, Resource
- Integrations to diverse ERP systems

Customer

- Trotec GmbH & Co. KG, www.trotec.de
- Professional complete solutions for optimal air-conditioning for industry, trade and private users.
- Founded 1994
- 250 employees

Network Concept

- More than 22 years experience with CRM and ERP projects
- 3 locations (Karlsruhe, Lich, Niedernhausen)

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed for the requirements of SMEs
- 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 20,000 companies

Contact and Consulting



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