

Reference

SANGEL[®]
Systemtechnik



CAS genesisWorld

xRM and CRM for small and
medium-sized companies





» CRM with CAS genesisWorld has become a decisive factor for our company success. «

Jens Grewer, Administrator



Industry

Production/Trade

Objectives/Requirements

- Centrally manage addresses
- Company-wide Groupware
- ERP system integration
- Central customer dossier
- CRM even while mobile

Benefits and advantages

- Multi-phase, target-group specific marketing campaigns
- Provides optimal management of customer visits
- Clear analysis of ERP data at the touch of a button
- Consistent contact data which includes detailed customer dossiers containing a chronological overview of all customer correspondence whether by e-mail, letter or telephone as well as records of all documents and jobs and so on
- Enables mobile CRM data for smartphones and tablet-PCs - all the relevant data is available at anytime and anywhere
- Central, consistent system (eliminates data islands) introduces more transparency and makes knowledge transfers much easier
- Easy to use Inxmail integration (customer)



Projectdata

- CAS genesisWorld
- Module: Form & Database Designer, Project, Ressources

Customer

- SANGEL® Systemtechnik GmbH
www.sangel.com
- A leading company in the field of electrical, fluid technology and mechanical machine installations.
- Manufacturer of LED lights for industry.
- 130 employees

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed to meet the needs of SMEs
- Mobile CRM solutions with CAS SmartDesign for smartphones, tablets and browsers
- Flexible, easy to integrate, extendable
- Very good price-performance ratio
- Established product – winner of several awards
- Over 200 CRM experts provide on-site support
- Being used successfully by more than 10,300 companies

Find out more



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