

Reference



CAS genesisWorld

xRM and CRM for small and
medium-sized companies





» Using CAS genesisWorld has helped to make our processes much more structured. Open requests and missing confirmations from prospects can now be tracked and actioned more effectively, the results of which contribute significantly to increasing our turnover. «

Ing. Gerd Hufnagel, Managing Director



Industry

Garden conservatories

Objectives/Requirements

- Provide a centralized solution to help manage all business contacts and customer relations
- Project management
- Allow customer visit reports and document management
- Integrate a mobile solution

Benefits and advantages

- Less maintenance thanks to the central management of all relevant customer data and respective contact persons. Includes contact persons and a duplicate wizard
- Great transparency and improved customer service. Using the smart search function or views, significant customer information is available quickly in just a few mouse clicks – even when you are on the move
- Automization has helped us to ease the burden of routine tasks throughout the company. By simplifying and automating our work processes in areas such as: Order processing, production and assembly through to invoicing
- Since deploying CAS genesisWorld we have simplified our day-to-day work, ensuring a consistent corporate identity via company templates and digital dossiers
- Numerous options for insightful analyses to gain a quick overview of company status



Project data

- CAS genesisWorld Premium
- Modules: Form & Database Designer, MobileSync, Mobile Apps, Web Client

Customer

- sun-garden GmbH
www.sun-garden.at
- Specializing in garden conservatories for more than 25 years: Manufacturers of high-quality conservatories including built in sun shades.
- Full-service provider, all production completed in-house.
- Established in 1996
- 15 employees

CAS genesisWorld

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

Contact and consulting



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