



Reference

ELSPRO®

» We strive to offer our customers the best solution, to continuously work on further developments and to never give up too early. A CRM solution like CAS genesisWorld helps us to steadily optimize the transparency needed for best customer services. «

Dietmar Beck, Sales Manager

CAS genesisWorld

xRM and CRM for small and medium-sized companies





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#### Industry sector

- Electronic engineering

#### Requirements

- Address consolidation from several data islands
- Evaluations, e.g. number of visits
- Activity planning with follow-up activities and appointment planning including routing
- Recording and filing of visit reports
- Representation of quote requests from the field staff to the office staff
- Replacement Infor CRM

#### Benefits and advantages

- Increased employee satisfaction through simple operation and higher transparency
- Always well informed while on the move thanks to mobile access to all important information for sales
- Transparent calendar view with appointment planning including the current sales figures
- Creating reports at the push of a button, e.g. strategical customer evaluation in the goods group segment
- Simple display of top scorer orders
- Quick response times thanks to an improved communications interface and automated processes in customer management



#### Project data

- CAS genesisWorld Premium
- Modules: Form & Database Designer, Report
- Infor2gW, integration infor ERP COM
- gW2d3, integration DMS d.velop d3, Inxmail

#### Customer

- ELSPRO Elektrotechnik GmbH & Co. KG  
[www.elspro.de](http://www.elspro.de)
- Supplier of a wide range of electro technical safety products for the industry and service providers across Europe
- Flexible manufacturing processes and perfected on-demand production
- Founded in 1986
- 75 employees

#### Project partner

- aptus IT GmbH, project partner for more than 1,500 CRM users with infor ERP COM.

#### CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed for the requirements of SMEs
- Over 200 CRM specialists provide on-site support
- Being used successfully by more than 20,000 companies

### Contact and Consulting



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