

Reference



seleon



CAS [®] genesisWorld

CRM/XRM for small and
medium-sized companies





» We finally found a functional CRM system for sales in CAS genesisWorld! Managing contacts is child's play and we have significantly improved transparency thanks to centralized access to all our important information - thus enabling us to react quickly. «

Fabiola Hartung-Linz, Sales Coordinator & Marketing Manager



Industry sector

Engineering service provider, medical technology

Requirements

- Consistent data structure
- Central repository of customer data
- Telephone acquisitions
- Model opportunities
- Follow-up history for the quote phase
- Simple reporting
- Mobile access to data

Benefits and Advantages

- Every employee is on the same page thanks to the digital customer and project dossiers which contain all relevant information and interaction data for instance: (E-mails, documents, telephone notes, quotes, invoices and so on)
- Shorter lines of communication and less time and effort spent searching, mean that all data found very quickly in just a matter of a few mouse clicks, or is constantly available through custom views
- Efficient telephone acquisitions through follow-up calls and the always up-to-date documentation
- Extensive reports and business insights provide a solid foundation for sound decision-making
- Seamless availability of mobile data when visiting customers
- Rapid capture of leads when attending trade fairs



Project data

- CAS genesisWorld Premium Edition
- Modules: Form & Database Designer, Project, Report, Exchange sync

Customer

- seleon GmbH, www.seleon.de
- Provider of engineering services to the medical technology industry
- Our services cover the whole spectrum, from the development of ideas and their approval, through to the mass production of complex medical technical systems
- Operating internationally, Made in Germany
- Founded 1998
- Approximately 85 employees

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed for the requirements of SMEs
- Mobile CRM solutions with CAS SmartDesign for smartphones, tablets and browsers
- Very good price-performance ratio
- Flexible, easy to integrate, extendable
- 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



mpl Software GmbH
70567 Stuttgart
+49 711 781937-30
www.mpl.de

