



Reference

**Logiline**  
Logistik

**CAS** genesisWorld

xRM and CRM for small and  
medium-sized companies





» Independence is the prerequisite for optimized solutions. And this is exactly what CAS genesisWorld offers us with its flexibility and high degree of customizability. «

Raimund Grisson, Managing Director



#### Industry sector

Logistics

#### Requirements

- Standardized address management
- Marketing campaign management
- Customer satisfaction surveys
- Appointment and task management
- Flexible and highly customizable

#### Benefits and Advantages

- Provides consistent data thanks to the centralized database with company-wide access and management
- Supports targeted multiphase marketing measures through detailed customer data and analyses
- Enables the creation of target group specific distribution lists and other lists with the help of SmartSearch and filter functions
- Easy creation of questionnaires and reports for more efficient preparation before customer meetings
- Allows for excellent team work with the clear management of appointments and tasks
- Reduced workload through simplified and centralized processes (automatic workflows for example as a result of rules)
- Increased transparency: Secures company knowledge and makes it more available to employees



#### Project data

- CAS genesisWorld Premium
- Modules: Form & Database Designer, Report, Survey, Marketing pro

#### Customer

- Logiline GmbH, [www.logiline.de](http://www.logiline.de)
- Helping customers to meet their logistical challenges from the collection of goods at home and abroad to tracking and delivery.
- Founded 1998
- Approx. 60 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
- Being used successfully by more than 20,000 companies

### Contact and Consulting



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