

Reference



**CAS** genesisWorld

CRM + AIA® for small and medium-sized companies





» As one of the leading European producers of seeds, the management of our customer data is extremely important. Thanks to CAS genesisWorld we have discovered the tool to channel, structure, and evaluate large amounts of data. «

Simon Donike, administrative services manager



### Industry sector

Agriculture

### Requirements

- Central database
- Customer classification
- Mail and letter correspondence
- Accounting travel expenses
- Analytic CRM

### Benefits and Advantages

- Perfect communication guarantees delivery of promised service through extensive digital customer files and target group-specific selection options
- Qualified forwarding of customer magazine and management of subscribed/unsubscribed users
- Efficient basis for decision-making with comprehensive analyses of key data
- Automation of processes for recording and accounting travel expenses
- System is very flexible and adaptable
- Individual requirements can be easily managed
- Significant increase in the quality of data

## CAS genesisWorld

### Project data

- CAS genesisWorld Premium
- Module: Report

### Customer

- R.A.G.T. Saaten Deutschland GmbH, [www.ragt.de](http://www.ragt.de)
- R.A.G.T. takes its name from the four regions in France where the company has its origins: Rouergue, Auvergne, Gévaudan, and Tarnais. The philosophy of the company is firmly based on human values, while rising to the challenge of ambitious, innovative, and competitive agriculture in Europe.

- No. of employees: 30

### 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
- 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



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