

Reference



» The CRM system was widely accepted by all our staff. And when faced with a new task or challenge, we often take some time in the beginning to consider how we can best use CAS genesisWorld to support us.«

Karin Rümmler, Head of IT

CAS genesisWorld

xRM and CRM for small and medium-sized companies





» The areas of application for CAS genesisWorld in our company have been continually expanding. We used CAS genesisWorld right from the start to manage our repairs procedure. Over the years, these areas have expanded to include: project management, diverse analyses and our service procedure. Today, we use CAS genesisWorld as a digital filing system for all of our outgoing and incoming commercial documents as well as managing our IT inventory. «

Karin Rümmler, Head of IT



Industry sector

Measuring and control technology

Requirements

- Manage interdepartmental tasks and appointments
- Model opportunities and project management
- Support the repairs and servicing process
- Electronic document management system and management of customer data
- Should be easy to operate and enable easy report creation
- Integrate with the existing ERP system

Benefits and Advantages

- Benefits and Advantages
- Helped to increase transparency in customer service and enabled faster reaction times as all relevant information such as: queries, quotes, contracts, correspondence and so on, is all available at the click of a button in the customer dossier
- Has eased the burden of standard procedures thanks to clearer and part-automated workflows
- Serves as a solid basis for decision-making with the help of diverse data analysis functions
- Seamless transfer of ERP data, no double data storage
- Widely accepted by our colleagues

CAS genesisWorld

Project data

- CAS genesisWorld Premium
- Modules used: Form & Database Designer, ERP connect, Project, Helpdesk, Report and Geo-marketing
- Data replication with the Berlin location

Customer

- G. Lufft Mess- und Regeltechnik GmbH, www.Lufft.com
- Developers and producers of professional components and systems for climate and environmental measuring technology
- Founded 1881
- 80 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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