

Reference



» Since implementing CAS genesisWorld the cooperation between the sales team and back office team has improved and runs much more smoothly. «

Stefan Bermüller, Managing Director

CAS genesisWorld

CRM + AIA® for small and medium-sized companies





» Since working with CAS genesisWorld and the integration with our Navision Dynamics ERP System both our address and project management have markedly improved. This also enabled us to enjoy a highly professional cooperation with "mediendesign" similar to a partnership. «

Gerhard Dietrich, Head of Marketing and Project Manager



Industry sector

Construction industry - manufacturer

Requirements

- Map core processes in sales, marketing and service
- Ensure high levels of integration into the existing system landscape (ERP system)
- Provide support to sales when visiting customers and planning as well as helping with customer communications
- Reduce losses due to internal communications
- Increase the transparency and consistency of processes while reducing media disruption
- Partnership level collaboration at eye level with a service provider

Benefits and Advantages

- Consistent data with assured quality in both the CRM and ERP systems thanks to duplicate checking
- Automatic flow of information between sales and the sales reps as all relevant customer information is available centrally and at the touch of a button
- Synchronized calendar in the CRM system and Outlook via a connection to Office 365
- A better and more prompt customer service thanks to the 360 degree overview of all customer information, including receipts and tasks which you can also access while mobile



Project data

- CAS genesisWorld Premium
- Modules: Form & Database Designer, Report, Exchange Sync, ERP connect
- Interface to ERP MS Navision Dynamics

Customer

- Bermüller & Co. GmbH
www.beco-bermueller.de
- Bermüller is a supplier of products for civil engineering, road building and landscaping
- Founded 1960
- 45 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



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