

Reference

HYGROMATIK
WIR MACHEN DIE LUFT FEUCHT

» The development of CAS genesisWorld is oriented around the actual day-to-day business of the user. Every update includes pragmatic improvements. «

Markus Kunkel, IT Coordinator

CAS genesisWorld

xRM and CRM for small and
medium-sized companies



» CAS genesisWorld is more than just a CRM system to us. Because of the high degree of flexibility and ease with which the software can be customized, it has been supporting our internal workflows in almost all areas of our business since 2003. «

Thorsten Einfeldt, Controlling and Organisation



Industry sector

Plant construction/humidifier systems

Requirements

- Provide a central PIM solution with workflow definition
- Manage opportunities and customer projects
- E-mail newsletter
- Enable a telephony integration
- Returns processing
- Initiate maintenance services
- Aid in the steering of expert knowledge and quality management tasks
- Provide technical hotline support

Benefits and Advantages

- Enables seamless, cross-functional cooperation with customer focus
- Provides effective support to the sales and customer service teams
- Allows intelligent call recognition and access to customer data
- The Form and Database designer enables a simple extension of data capture features
- Establishes rules and workflows for increasing data quality



Project data

- CAS genesisWorld Standard/Premium
- Module: Form & Database Designer, Project, Mobility

Customer

- HygroMatik GmbH
www.hygromatik.de
- Worldwide supplier of solutions for specific humidifying problems
- Our services are wide-ranging from energy efficient and hygienic humidification to precise air humidification processes and even healthy spa treatments
- A broad range of applications: computer centers, server rooms, clean rooms and so on
- Expertise and experience from more than 45 years of business

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed to meet the needs of SMEs
- Very good price-performance ratio
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- Being used successfully by more than 10,300 companies

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