



Reference



**SEGERS & BALCAEN**  
Flexible packaging and technical films

» With CAS genesisWorld we were able to secure the corporate knowledge and make it available to all personnel. «

Bart De Mey, Sales Manager

**CAS** genesisWorld

xRM and CRM for small and medium-sized companies





» Our most important concern was to secure the corporate knowledge and make it available to all personnel. With CAS genesisWorld we have centralized all important information. This makes particular our sales team more effective and competent. Additionally, the solution provides the ability to generate reports quickly so that economic objectives can be tracked accurately. «

Bart De Mey, Sales Manager



### Industry sector

Industry and Manufacturing (Packaging)

### Requirements

- Easy and flexible system
- Dashboards for different user groups
- Follow up sales opportunities, workflows, strategical sales support
- Forecast for suppliers, Market analysis
- More marketing actions: campaigns, more leads

### Benefits and Advantages

- Personal dashboard provides an instant overview over tasks, ongoing projects, appointments, opportunities, misses calls, holidays etc.
- Increase sales success: no business opportunities are lost, entire sales process is transparent
- Comfortable 'Mobile CRM': Work cross-platform on different mobile devices
- Extensive functionalities, boundlessly adaptable
- Assures planning with forecasts and reports, sound pool of real-time information at a fingertip
- Systematic customer dialog through marketing campaigns with comprehensive search and filter functions to create distribution lists for specific target groups
- Centralized knowledge for all employees and safeguarding corporate knowledge



### Project data

- CAS genesisWorld Premium
- Module: Exchange synch, Form & Database Designer module, Mobile CRM
- DMT Module
- Integration of Microsoft Outlook®

### Customer

- Segers & Balcaen, [www.segers-balcaen.com](http://www.segers-balcaen.com)
- Producer and presser of flexible packaging materials
- Family business with 50 years of experience
- Employees: 70

### 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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