

Reference

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CAS genesisWorld

CRM + AIA[®] for small and medium-sized companies





» With CAS genesisWorld we always have our customer in focus. We recognize sales potential much more quickly and can react rapidly to requests. The whole process is transparent for all our employees.«

Alfred Kalcher, Head of Sales

binder+co

Industry sector

Industry

Requirements

- Comprehensive contact management (companies, contacts, sectors and segmentation etc.)
- Documentation, project management
- Communication, calendar and task management
- Working with opportunities
- Transparency and easy access to information for our employees
- Reporting (sales specifications and review of achieving objectives)
- Questionnaires and checklists
- Flexible interface to ABAS
- Telephony integration

Benefits and Advantages

- Improved transparency thanks to seamless and understandable follow-up for all prospect requests
- Digitalized company knowledge, secured and structured for example; complete project documentation that includes all plans, documents and interactions
- Comprehensive basis for decision making with the most important information available at a glance - reports and dashboards just a click away
- User interfaces that are easy to customize
- Easy options to extend the data model

CAS genesisWorld

Project data

- CAS genesisWorld Platinum Edition
- Module: Form & Database Designer, Report, Survey, Event Management, Project

Customer

- Binder + Co AG, www.binder-co.at
- Processing of bulk materials in six elementary process steps from a single source: crushing - screening - wet processing - thermal processing - sorting - packaging and palletising
- Founded in 1894
- 380 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 30,000 companies

Contact and Consulting



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