

Reference



CAS genesisWorld

CRM + AIA® for small and
medium-sized companies





» CAS genesisWorld is like an invisible helper that works in the background and helps us to take customer relationships to a new level. It enables us to analyze data, optimize processes and create personalized experiences. For us, CAS genesisWorld is the key to long-term customer loyalty and sustainable growth. «

Sebastian Krawieczek, Project Manager



Industry sector

Timber trade

Requirements

- Replacing Excel and department-specific solutions
- Mapping the dealer network
- Marketing management
- Sending e-mail campaigns tailored to the target group
- Event management
- Browser-based working
- Mobile working for on-site sales at dealerships
- Documentation of visit reports with mapping of agreements and open points

Benefits and Advantages

- Standardized and up-to-date data in a database for all employees
- 360-degree view of dealers and overview of their products and projects
- Improved dealer support through on-site visits with up-to-date data and digital visit reports
- Reciprocal data exchange - import of recipients from CRM to ERP - overview for sales and marketing of all products and their turnover, bonus and performance remuneration by importing key figures from the ERP to the CRM



Project data

- CAS genesisWorld Platinum Suite
- Interface to ERP Navision

Customer

- HolzLand GmbH, www.holzland.com
- One of the largest cooperations of specialist timber dealers in Europe
- Founded in 1985
- 75 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

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