



Reference



CAS genesisWorld

CRM + AIA® for small and
medium-sized companies





» CAS genesisWorld is the linchpin of our central sales company. It is the basis for reports, pricing and communication. The CRM solution is fully and individually adaptable to our needs, and our administrators can do this completely independently. «

Janine Bergmaier, Sales Assistant and main CAS genesisWorld Administrator



Industry

Bakery good industry, food industry

Requirements

- Make existing customer data visible
- Sales support / field service management
- Simplification of customer service
- Customizability by administrator
- Efficient customer management
- Support for marketing and trade fairs

Benefits and advantages

- Valuable company knowledge is stored centrally, is available to everyone and builds up over the years, nothing is lost
- Simplified and accelerated communication between field and office staff thanks to direct access to all relevant data
- Faster response times lead to significantly better service and greater customer satisfaction
- Optimized cross-departmental interaction
- Sophisticated rights management enables precise control of roles and access.
- Time savings thanks to smart interaction with Microsoft Outlook (archiving, linking, calendar function)
- Sound basis for decision-making thanks to simple and fast creation of relevant reports based on CRM data, including data import from wholesalers via interface



Project data

- CAS genesisWorld Premium
- Module: Form & Database Designer, Report and Survey, Exchange Sync

Customer

- Lesaffre Germany GmbH,
<https://lesaffre.de/>
- Baker's yeast producer and supplier of ingredients and fermentation solutions with its own yeast plants, global production network and baking centers
- Development of successful and profitable individual solutions
- Founded in 1968

Network Concept

- Experience in consulting for CRM and ERP projects since 1993
- 3 locations (Karlsruhe, Lich, Rhine-Main)

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed for the requirements of SMEs
- 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



Network Concept GmbH
35423 Lich
+49 (0) 6404 69599 - 0
www.networkconcept.info



www.cas-crm.com