

Reference

MAXXYS

CAS genesisWorld

CRM + AIA® for small and
medium-sized companies





» The CRM solution gives us the opportunity to establish clear consulting structures both internally and externally, as well as a perfect solution for fostering transparency within the company. «

Janina Beffart, Project Director CRM

MAXXYS

Industry sector

IT Software System Integrator

Requirements

- Comprehensively manage customer addresses; create an overview of contacts
- Enable appointment management and targeted e-mail management
- Enable professional customer management - relationship management at a glance
- A modern system that reliably ensures smooth workflows
- Digitize, accelerate, and optimize processes from quotations and time tracking to invoicing - all in one solution
- Centralize data for all employees

Benefits and Advantages

- Provides significant relief in daily operations – a major advantage in process optimization
- Enhances employee satisfaction through easy handling and a comprehensive overview of processes, projects, and relationships
- Provides first-class support and enables on-time and on-budget project management
- Improves data quality through centralized quality control
- Facilitates professional marketing through targeted selection criteria/filters
- Grants unlimited opportunities for growth and development for an expanding company

CAS genesisWorld

Project data

- CAS genesisWorld Platinum
- Modules: Form & Database Designer, Report, Smart Design Client, Easy Invoice, Time- Client-Online
- Application in the areas of Sales, support and service, and management

Customer

- MAXXYS AG, www.maxxys.de
- IT systems and IT solutions
- Founded in 2002
- 25 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

Contact and Consulting



crm consults GmbH
35435 Wettenberg
+49 641 399 756-30
info@crm-consults.de



www.cas-crm.com