

AEP

Reference

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CAS genesisWorld

CRM + AIA® for small and
medium-sized companies





» As an expanding company, we needed a CRM solution that would support our development. With CAS genesisWorld, we promote transparency, consistency, and professionalism every single day. «

Silvia Thorwest, Head of the Customer Service Center



Industry sector

Pharmaceutical Wholesale

Requirements

- Consolidate information from a fragmented system landscape and replace Sugar CRM
- Visualize the complex address structures in the pharmacy environment
- Optimize the sales process
- Merge the service management and logistics processes
- Simplify marketing processes
- Implement logistics processes with area mapping
- Have the option for independent customization

Benefits and Advantages

- Enables efficient processes with a central database and a 360-degree view of contacts and interactions
- Provides transparency over related pharmacies, their owners and managers, as well as their respective orders
- Improves the service process and simplifies customer communication
- Automates processes: enables a unified approach in sales, particularly when managing new customers during the first three months
- Facilitates seamless email marketing through Inxmail integration, synchronizing addresses and sent email campaigns and newsletters



Project data

- CAS genesisWorld Premium and Platinum
- Modules: Form & Database Designer, Marketing pro, Survey
- itd interface framework
- ERP IBS and Inxmail interfaces

Customer

- AEP GmbH, www.aep.de
- Fully sorted pharmaceutical wholesaler for pharmacies of all sizes, with over 3 million products available on-site.
- Founded in 2012
- 200 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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