

Reference



CAS genesisWorld

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





» CAS genesisWorld is the perfect CRM solution for us: Easy to use and clear and concise in the mapping of our processes. Thanks to the great support provided by fixed contact persons at SALDO, we feel we are in good hands. «

Waltraud Lechner, MBA, Managing Director



Industry sector

Trade

Requirements

- Replace Excel lists in sales
- Contact management with assignment and categorization
- Lead reports
- Estimation of potential and probability of conversion
- Project management
- Follow-up system
- Analyses (also of the frequency of customer visits, newly created customers etc.)

Benefits and Advantages

- Cumbersome Excel lists in sales were replaced by CAS genesisWorld
- End-to-end sales process e.g. visit reports are generated directly in the CRM system in a standardized way and can be viewed across departments
- Transparency thanks to mapping of the entire project management process, from acquisition to scheduling and resource planning
- Time savings through standardized processes and continuous efficiency gains thanks to reduced organizational effort
- Simplification of day-to-day work: Contact management with reminders and priorities
- Clear analyses and structured company knowledge



Project data

- CAS genesisWorld Premium
- Modules: Form & Database Designer, Report,
- Integrates with the Modern Office ERP system
- Operational since 2020

Customer

- BOAGAZ Management GmbH, www.boagaz.com
- European experts in the area of flexible gas installation systems with more than 40 years of experience
- 2012 Founding of BOAGAZ Österreich
- 7 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



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www.cas-crm.com