

Reference



” Deeper integration of CAS genesisWorld into our existing sequences and processes, as well as the consolidation of different databases enabled us to achieve significant time savings in our daily work. “

Prof. Dr. Johannes Sturm, Managing Director

CAS genesisWorld

xRM and CRM for small and medium-sized enterprises





” We successfully improved address quality and the service and therefore employee satisfaction as well. “

Prof. Dr. Johannes Sturm, Managing Director



Industry

Healthcare

Objectives/Requirements

- Intuitive user guidance, wizard-driven processes, high address quality including duplicates check, integration with existing databases, groupware functionalities
- Role-based entries for clinics and doctors, the ability to display various committees and their members, modular structure and adaptable to the tasks of the various employees, mobile access to data, operated at a German data center of our choice
- Flexibility of the solution, broad functional scope, manageable roll-out costs, low training expenditure, clearly defined roll-out schedule, the wide range of interfaces on offer, an on-site partner

Benefits and advantages

- Major time savings thanks to deep integration in existing procedures/processes as well as database consolidation
- High address quality due to consistency checks
- More transparency and improved service
- Greater employee satisfaction



Project data

- CAS genesisWorld Premium
- Modules: Management Console - Transceiver, Form & Database Designer, Report Manager, Marketing pro, CAS teamworks

Customer

- AUC - Akademie der Unfallchirurgie GmbH
www.auc-online.de
- The AUC is an innovative company operating at the interface between clinical medicine, health research and management
- Founded in 2004
- Approximately 15 employees, network of external partners

Project partner

- talonec crm solutions GmbH, Krailling
www.crm-talonec.de

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially tailored to the needs of SMEs
- Very good price-performance ratio
- Established and multi-award-winning product
- Successfully used by more than 10,300 companies

Contact and Consulting



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