

Reference

Aiz Chem

” Implementing CAS genesisWorld helped us to significantly improve our customer care. “

Stefan Hahn, Head of IT

CAS genesisWorld

xRM and CRM for small and medium-sized enterprises



” To ensure continued growth and profitability it was important for us to optimize our sales and marketing processes. We achieved this by implementing CAS genesisWorld. As a result, we significantly improved our customer care.

Stefan Hahn, Head of IT

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Industry

Manufacturing company/Chemical industry

Objectives/Requirements

- A central repository of customer and prospect information in a homogenous system
- Provide an interface to our SAP ERP system
- Enable overviews of products used per customer
- Initial scope of implementation: Sales and marketing

Benefits and advantages

- Employees with sufficient permissions can create comprehensive overviews of the complete customer dossier
- Enables overviews of products used per customer to be created at the touch of a button
- Personalized user interfaces for the transparent display of sales and marketing information
- Simplification of marketing processes
- Targeted campaigns that include the recording of customer responses
- Customized form letters for segmented target groups



Project data

- CAS genesisWorld Premium/Suite
- Module: Form & Database Designer, Report Manager
- ERP interface

Customer

- AlzChem AG
www.alzchem.de
- AlzChem AG is an international chemical company
- Founded in 1908
- With 1,300 employees

Project partner

- itdesign, Tübingen
www.itdesign.de

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed to meet the needs of SMEs
- Very good price-performance ratio
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- Being used successfully by more than 10,300 companies

Contact and Consulting



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CAS CRM

A SmartCompany of CAS Software AG

www.cas-crm.com