

## Reference



» Our plans to implement a CRM system were a great success - as our satisfied partners and advertisers can attest. «

Beate Slavetinsky, Commercial Manager

**CAS** genesisWorld

xRM and CRM for small and medium-sized companies



» Our plans to implement a CRM system were a great success - as our satisfied partners and advertisers can attest. With Meridian's help, the CAS genesisWorld CRM solution was customized to meet our specific needs. Many of the individual requirements we wanted to see, were realized after a short period of familiarization. «

Beate Slavetinsky, Commercial Manager, Authorized signatory



## Industry sector

Media, Services

## Requirements

- Quick access to centrally stored customer contact data and other information
- Support internal communication
- Manage appointments for administration and for the studio
- Analyses and controlling
- Mobile CRM

## Benefits and Advantages

- All customer relevant information is now available centrally
- Seamless communications between company management, sales, production and editing - even when mobile.
- All appointments now processed and managed for all departments including a studio allocation plan
- The notification and action service takes the pressure off routine tasks
- Effective analysis and display of advertising contracts and invoices using the CRM system



## Project data

- CAS genesisWorld Premium
- Module: Form & Database Designer, Report Manager, Survey module, MERIDIAN modules

## Customer

- Baden TV GmbH  
www.baden-tv.com
- Baden TV is a regional TV broadcaster and production company.
- Employees: 30

## 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
- Being used successfully by more than 10,300 companies

## Contact and Consulting



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