

Reference



International Education
for Global Minds

“As a provider of information and application services for study placements abroad, CAS genesisWorld is the perfect and flexible CRM solution for us.”

Hilka Leicht, Owner and Managing Director

CAS genesisWorld

xRM and CRM for small and
medium-sized enterprises





“As a provider of information and application services for study placements abroad, CAS genesisWorld is the perfect and flexible CRM solution for us because it matches our particular workflows – both now and in the future.”

Hilka Leicht, Owner and Managing Director



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Industry

Third-level education/studying abroad

Objectives / Requirements

- Stable and sophisticated software solution
- Long-term availability and continuous development of CRM software for future requirements
- Mapping all work processes in a single CRM solution
- Individual adaptation of input screens and database
- User-specific configuration of views and reports

Benefits and advantages

- Excellent support to our customers thanks to standardized address and document administration
- Dispensing with standalone solutions results in more efficient processes
- Enormous time savings thanks to a centralized clipboard and fully-informed employees
- Greater transparency due to customized views and report structures
- Flexible CRM solution that can be quickly adapted to new requirements
- Excellent support from itdesign for all our questions

CAS genesisWorld

Project data

- CAS genesisWorld Premium Edition
- Modules: Form & Database Designer, Report

Customer

- IEC ONLINE GMBH
www.ieconline.de
- As an official representative of over 100 foreign universities from 17 countries offering English-speaking study programs, IEC provides a free information and application service for students wishing to study abroad.
- 22 employees

Project partner

- itdesign GmbH, Tübingen
www.itdesign.de

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially tailored to the requirements of SMEs
- Very good price-performance ratio
- Flexible, easy to integrate and to expand
- Established and multi-award-winning product
- Over 200 CRM specialists provide on-site support
- Successfully used 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