

## Success Story

# LUXART

» CAS genesisWorld is a professional tool which enables us to manage and control the portfolio of our customers, projects, and business opportunities very easily and effectively. «

Dusan KUBELA, CEO

**CAS** genesisWorld

xRM and CRM for small and medium-sized companies





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## LUXART

### Industry sector

Trade and Services

### Requirements

- Customer Management
- Business Opportunities Management
- Project Management
- Better coordination and communication within the sales team
- Mobility: Customer data everywhere and anytime
- E-mail marketing campaigns

### Benefits and Advantages

- Centralized data management, duplicate cleansing and automatic consistency check
- Routinely updating standard solution, flexibly scalable and customizable
- Mobility on all user devices for unlimited data access
- Optimizing the whole management process
- Prevention of misunderstandings/errors between sales representatives and the office team
- Easy coordination of sales activities
- Highly professional customer service
- Reliable planning of business activities thanks to precise overview of all figures

## CAS genesisWorld

### Project data

- CAS genesisWorld
- Modul Mobility

### Customer

- Luxart, s.r.o.,  
[www.luxart.cz](http://www.luxart.cz)
- The focus of the company is on the sale of lamps and lighting. In addition, hardware, software and web design are offered.
- Employees: 16
- Founded in 2000

### CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed for the requirements of SMEs
- Very good price-performance ratio
- Flexible, easy to integrate and to expand
- 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



CRM4YOU  
Bucharest, ROMANIA  
Phone: +4-031-438.2963  
[www.crm4you.ro](http://www.crm4you.ro)

