



Customer:



OPTIC WORLD KFT.
6237 Kecel, Hungary
www.ambrossi.com
Employees: 7
Sector: Optical wholesale

Customer profile

OPTIC WORLD was founded in 2005. Due to its exceptionally dynamic development, the company has become one of the leaders in the Hungarian optical market. Its AMBROSSI collection of frames and lenses is a unique range of high-quality products at a reasonable price.

Product in use

- ▶ CAS genesisWorld

Partner:



MultiSoft Kft.
1112 Budapest, Hungary
Phone +36 1 3101492
www.multisoft.hu

Professional CRM supports fast-growing company on the way to becoming market leader

"With CAS genesisWorld we have implemented a professional CRM solution to handle tasks more precisely, quickly and cost-effectively. CAS genesisWorld plays an important role in decision making and in improving customer relations."

Zsolt Szabadi, managing director and owner



Requirements

- ▶ All-inclusive storage of client data
- ▶ A system that supports marketing campaigns
- ▶ Enhanced teamwork
- ▶ Reliable handling of warranty issues
- ▶ Mobile access
- ▶ An easy-to-use professional solution
- ▶ Flexible software that can grow with the company

Benefits and advantages

- ▶ A central database with all customer information available at a glance
- ▶ Improved quality of customer data
- ▶ Up-to-date information for all employees
- ▶ Instant overview of every customer interaction including correspondence, phone calls, offers, etc.
- ▶ Access to all information anywhere, even on the move
- ▶ Well-structured and cost-efficient work processes
- ▶ Transparent analysis and controlling

Solution

CAS genesisWorld is a powerful, modular and customizable program with an excellent price/performance ratio. The deployment ran smoothly and was completed in a short space of time.

The CRM solution provides new ways to reach partners, run direct marketing campaigns and monitor workflows.



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