

Reference

Hänel
Präzisions-Zahnräder



CAS [®] genesisWorld

xRM and CRM for small and
medium-sized companies





» CAS genesisWorld helped to make our correspondence and the recording and management of customer data much easier. We really appreciate how much clearer and simpler things have become since using CAS genesisWorld, central data storage and user-friendly interfaces. As partners we are also very satisfied with AJCS. «

Stiv Bozic, Sales Manager

Hänel Präzisions-Zahnräder



Sector/Industry

Industry

Objectives/requirements

- Provide a professional CRM solution for the capture and management of customer data, e-mails, quote creation and document management
- Ensure advertising optimization
- Effective sales management
- Complement existing ERP Infra software and adopt the customer area

Benefits and Advantages

- Increased clarity, faster and more flexible thanks to user-friendly interfaces and intelligent data storage as well as archiving with logically linked data.
- Allows targeted marketing measures and a precise approach to target groups thanks to easy data selection and comprehensive analytical functions
- Better customer service through well-informed employees – everyone now enjoys the benefits of more data clarity as well as faster access to more transparent data
- Optimization and digitalization of the sales process: Including a full overview every step of the way, from acquisition through to quote creation and customer care
- Thanks to regular, company-wide updates the system remains current and everybody has the advantage of working with latest data status

CAS genesisWorld

Project data

- CAS genesisWorld Standard
- Modules: ERP connect, Mobility
- Interface to ERP InfraInteraction with other systems

Customer

- Zahnradfabrik Hänel GmbH & Co. KG, www.haenel-zahnrad.de/en
- Manufacture of precision, top quality gears
- Founded 1967
- 20 employee

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed to meet the needs of SMEs
- Mobile CRM solutions based on CAS SmartDesign® technology for smartphones, tablets and browsers
- Secure data thanks to a sophisticated, multi-level rights system
- Very good price-performance ratio
- Established product – winner of several awards
- Over 200 CRM experts provide on-site support
- Being used successfully by more than 20,000 companies

Contact and Consulting



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