



### Customer



Asya Toptan Hirdavat Pazarlama  
www.asyahirdavat.com.tr  
Employees: 40  
Industry sector: Trade

### Customer profile

Founded in 1983, Asya Hirdavat is a company which specializes in both the wholesale and retail of home furniture and home furniture fittings. The company is also a distributor and reseller of brands like Hettich, Teka, Franke and other well-known home furniture products and fittings.

### Products in use

- ▶ CAS genesisWorld CRM

### Partner



ABS Bilgi Sistemleri  
Bakırköy-İstanbul, Turkey  
Phone: +90 212 466 22 27  
www.CRM-YAZILIMI.com

### It's a privilege to have an online monitoring system

"With CAS genesisWorld CRM, our Sales Department can now schedule their visits easily. Our Sales Manager now enjoys being able to see all relevant information at a glance in one overview. The CAS genesisWorld CRM system has given us a major competitive advantage that helps us to optimize our wide product range and communications with our sales force which is distributed throughout Turkey. It is a privilege to have an online monitoring system."

Alaaddin Aksu, IT Manager

### Requirements

- ▶ To create a common database
- ▶ To centralize sales, and the management of the sales representatives
- ▶ To schedule visits and deployment
- ▶ To follow up customers, appointments, opportunities and quotations
- ▶ To ensure standardized reporting for the management team
- ▶ To provide mobile access to the system
- ▶ To provide smart administration of user rights and accounts (by region)
- ▶ To provide analysis and reporting functionality

### Benefits and advantages

- ▶ Uniform, central address database
- ▶ Improved address quality
- ▶ Shared, transparent use of calendars and addresses
- ▶ Effective, efficient teamwork
- ▶ Improved comparative reports by region
- ▶ Comprehensive customer dossiers provide a 360 degree view of all customer data
- ▶ Easy and prompt feedback with web access
- ▶ High rate of acceptance among employees

### The solution

Using CAS genesisWorld and its web access, Asya can now gather detailed information directly and online from the field. The company has a wide product range that requires careful management. Segmentation of customer addresses enables cross-selling. The integrated nature of CAS genesisWorld optimizes the flow of information within the company which is a major benefit to Asya.



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