

## Reference



» CAS genesisWorld supports our constant growth in productivity and we can focus on our core business and the development of our company. «

Monalisa Panaitescu, Business Owner

# CAS genesisWorld

CRM/XRM for small and medium-sized companies





» CAS genesisWorld and Soft Net Consulting have contributed greatly to an improved quality of the relationships with our customers and partners. The solution is highly adaptable and covers all our specific business processes. Now our team can access all relevant data of each customer in real time. We can react confidently in consulting and support talks and offer tailored solutions to our customers. «

Monalisa Panaitescu, Business Owner



## Industry sector

### Example

### Requirements

- Modernize business processes, monitor growth
- Administer a central and well-structured database for all customer contacts and information
- Real-time access to customer information during sales and support calls
- Clearing of redundant data records and replacement of Excel sheets
- Centralized and easy-to-split planning for the entire team with tracking of tasks and activities
- Consolidation of all data records, documents and transactions for each customer for a clear overview
- Telephony integration to optimize teleconsulting

### Benefits and Advantages

- Increased productivity and significant time savings, especially for front-office staff, thanks to fast access to the comprehensive customer files and intelligent functions for information retrieval
- Efficient and consistent company development for all business areas thanks to automated workflows and a transparent activity status
- Improved bonus system with structured recording of activity volumes and the outcomes of every employee
- Well-informed management decisions to develop matching activities. Many different analyses options and structured overviews help with recruiting or employee development

## CAS genesisWorld

### Project data

- CAS genesisWorld Premium
- Integration into Microsoft Outlook and telephony connection

### Customer

- Made Jobs 4U/Crucea Galbenă, [www.crucea-galbena.ro](http://www.crucea-galbena.ro)
- Care and nursing service and consulting in Romania and Germany for elderly, people with disabilities, chronically ill people, and other
- Extensive offer of medical services
- Professional qualifying courses
- Main seat: Deva
- Employees: 170
- Founded in 2017

### CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed for the requirements of SMEs
- Mobile CRM solutions with CAS SmartDesign for smartphones, tablets and browsers
- Very good price-performance ratio
- Flexible, easy to integrate, extendable
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- Being used successfully by more than 30,000 companies

## Contact and Consulting



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