

Reference



CAS ^{globe icon}genesisWorld

CRM/xRM for small and medium-sized companies





» Intuitive, immediate, well-structured and flexible at the same time, CAS genesisWorld is the ideal CRM for a business network like Precisionet. Valid tool for those who work on the move and remotely, it is also useful for entrepreneurs, who can see the result of the work done in real time «

Valentina Govi – Export & Business Development Precisionet



Industry

Industrial Subcontracting

Requirements/Objectives

- Creation of a centralized database, constantly updated and adequately structured, aimed at sharing information among all companies of the network in total security
- Profiling of contacts according to type (prospects customers, partners, suppliers, etc.), industry sector, commodity of potential interest
- Use of CRM in the company and on the move from all web browsers and mobile APP's

Benefici e Vantaggi

- The contact information is easily found with a simple click and the dossier of each individual record is accessed. This speeds up and facilitates any commercial and support activity in the office and on the move
- Thanks to a simple plug-in, it is possible to archive incoming e-mails to the mailbox destined for the Precisionet Network directly on the CRM
- Sending targeted and effective emails (Direct Email Marketing) and optimal management of trade fair follow-up by sending personalized and contextualized communications thanks to contact reports processed immediately after customer visits (no risk of loss of information)
- Thanks to Unternehmensverzeichnis.org portal that is directly integrated, addresses for Germany, Switzerland and Austria are always up-to-date and automatically corrected



Project Data

- CAS genesisWorld Premium

Customer

- Precisionet (network of companies),
- www.precisionet.it
- The network is made up of 6 companies and 30 second-level suppliers operating in the sectors of precision mechanical engineering, metal carpentry, EMS electronics
- Founded in 2012
- 152 Employees

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed for the requirements of SME's
- Mobile CRM solutions with CAS SmartDesign® for smartphones, tablets and browsers
- Sophisticated and multilevel rights system
- Very good price-performance ratio
- Established and winner of several awards
- Over 200 specialists provide on-site support
- Being used successfully by over 30,000 companies worldwide

Contact and Consulting



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www.cas-crm.com