



Reference

AMK
more drive.

CAS  **genesisWorld**

CRM/XRM for small and
medium-sized enterprises





» We required a CRM solution which could be tailored to suit our requirements. We found what we were looking for with CAS genesisWorld. « *Loreen Gärtner, Project Manager*



» The implementation was extremely flexible. We found the right partner in aptus IT GmbH, they considered our structures and how we could best model them in the CRM system. « *Marc Scheer, Head of Key Account Management*



Industry sector

Mechanical engineering and automotive

Requirements

- Serve as a replacement for Microsoft Dynamics (Data transfer) and ticket system
- Enable interactive displays/reports
- Deployable in sales, marketing and service as well as in the complaints department and should also allow mobile access
- Create projects with preconfigured processes for different areas
- Allow repair offers to be created with ease
- Generate service reports on-site and provide digital signature capabilities

Benefits and Advantages

- Ensures increased transparency and rapid access to comprehensive customer information such as ERP data, which is digitally documented, detailed and chronological
- Makes daily overviews of current projects possible, as well as providing status and follow up functionality coupled with effective management systems
- Has helped to improve service as well as increase customer loyalty using targeted and individual customer contact, thanks to analysis tools and smart selection functionality
- Very flexible and can be adapted to suit different areas/business functions



Project daten

- CAS genesisWorld Premium
- Module: Form & Database Designer, Report, Project, Helpdesk with time recording, Survey, Exchange sync
- Connects to ERP XPPS and Infor Global Finance accounting from Infor

Customer

- AMK Arnold Müller GmbH & Co.KG
www.amk-group.com
- Innovative manufacturer of electric drive and control technology
- Founded 1964
- 450 employees

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



aptus IT GmbH
71522 Backnang
+49 7191 9020 0
www.aptus.de



www.cas-crm.com