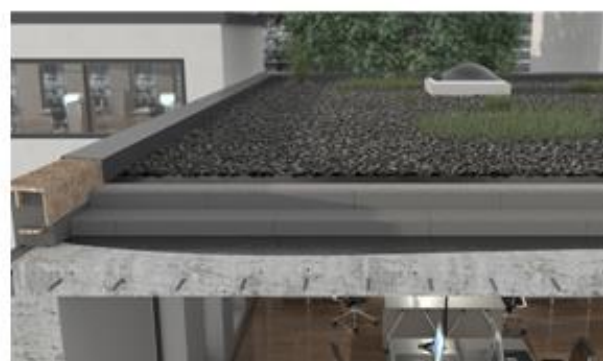


Reference

besser dämmen mit

**JOMA**



**CAS** genesisWorld

CRM + AIA® for small and  
medium-sized companies



» With CAS genesisWorld, we have succeeded in improving collaboration in sales and streamlining processes. Our employees really enjoy working with the new CRM software. «

Maximillian Lang, Managing Director

besser dämmen mit



### Industry sector

#### Construction

#### Requirements

- Replace the ACCESS application and work with Excel files
- Simple and intuitive usability, mobile working
- Mapping of the sales process and complaints management
- Uniform data basis for office and field staff
- Jump to BI for a holistic customer view
- Visit reports with competition observation
- Diverse reporting, connection to ERP system

#### Benefits and Advantages

- Better teamwork and high acceptance shows intensive use of the new CRM
- Seamless collaboration between office and field staff thanks to a uniform database with consistent information
- Efficient sales process with automated handover of tasks, shared calendars with smart scheduling and instant maintenance of visit reports on the go
- Reliable basis for decision-making with daily updated controlling to check sales activities
- Structured, service-oriented handling of complaints based on long-term customer loyalty through insight into the entire customer journey

## CAS genesisWorld

### Project data

- CAS genesisWorld Premium
- Modules: Form & Database Designer, Report, Survey
- Interface to ERP Parity

### Customer

- JOMA-Dämmstoffwerk GmbH, [www.joma.de](http://www.joma.de)
- Leading supplier of high-quality insulation materials for sustainable and energy-saving construction
- Founded in 1912
- 130 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
- CAS products being used successfully by more than 30,000 companies worldwide

## Contact and Consulting

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