

CAS CRM

Proven in practice



Customer references

More than 400,000 people enjoy the benefits of CAS CRM



CAS Software AG

Forming relationships. Inspiring people.

CAS Software AG is one of Europe's leading suppliers of CRM solutions with a clear focus on the small and medium-sized enterprises (SME) market. More than 400,000 people, in more than 25,000 companies and organizations, enjoy the benefits of using our software solutions: the best ergonomics, flexible and capable of integrating with existing software, a qualified

partner network, proven in practice and excellent value for money. Many of our customers have received the CRM Best Practice Award for their successful CRM projects.

Here are some of our delighted customer stories:



» Our central xRM and Customer Centricity system helps us to be the No. 1 service partner for our customers, prospects and suppliers. «

Stefan Ives
Managing Director,
MS Motorservice International GmbH



Sector: Automotive Industry



» We decided on CAS genesisWorld because of the excellent support it gives in respect to international sales. As a global player we have to apply our expertise simultaneously across multiple locations and CAS genesisWorld helps to make this easier. «

Christian Walther
Head of Sales,
DELO Industrie Klebstoffe GmbH & Co KGaA



Sector: Industry and Manufacturing



» Since rolling out CAS genesisWorld we have become more sensitive to the real needs of our customers and partners, because of improvements in efficiency and the time-saving benefits of a CRM support solution: our customers can sit back and relax. «

Christophe Hilge
Digital Manager,
Ekornes Möbilvertriebs GmbH



THE INNOVATORS OF COMFORT™

Sector: Furniture Manufacturer



» Streamlining our individual workflows saves us so much time. We have significantly increased our sales which up until now we achieved with the support of CAS PIA. «

Frank Meyer
Authorized agent,
SVG Assekuranz-Service Westfalen-Lippe GmbH



Sector: Banks, Finances and Insurances



» Since implementing CAS genesisWorld, we benefit from a much more precise overview of our data, we can keep an eye on all our figures and we know exactly how much time we need for each conversation with prospects. «

Koen Snoeys
B2B-Manager,
VAB NV



Sector: Organizations and Associations



» Everything to do with the customer is stored in the customer dossier, their preferences, their interests and all their correspondence with us. CAS genesisWorld supports our employees in almost all work processes. «

Owen Tully
IS Business Development Manager,
OKI Europe Limited



Sector: Industry and Manufacturing



▼ SmartDesign® Technology ensures a consistent look and feel.



» Thanks to CAS genesisWorld we can see the level of customer service and where any problems may lie. Being able to access the right information quickly, means we can move to a decision with confidence. This builds trust and improves customer relationships. «

Gonzalo Larrain
Information Solutions Manager,
Sanofi-aventis Chile



» Our hospital has multiple touchpoints, such as opticians, insurance companies, authorities, and others. Thanks to CAS genesisWorld, we can now better analyze and evaluate these business relationships. «

Arnold Sterk
Business Development,
Oogziekenhuis Zonnestraal



» The wide range of design options for data records as well as functions for modelling internal workflows provide us with a complete package for customer-oriented work. «

Robert Schüller
Project Manager CRM,
Weckerle Lackfabrik GmbH



» CAS genesisWorld helps us to improve the quality of our contact data, increases inter-departmental efficiency, maps company processes as well as providing optimal sales support through its mobile solutions. «

Oliver Schmidt
Project Manager BI/CRM,
OCULUS Optikgeräte GmbH





» CAS genesisWorld enabled us to unite a number of stand-alone IT systems. This system integration has given us a consistent and cross-company xRM system which significantly improves cooperation within our company and with our international subsidiaries. «



Customer since 2009

Christoph Welsch
IT Admin / Manager,
UNTHA shredding technology GmbH



Sector: Mechanical Engineering



Customer since 2015



Customer since 2013



Customer since 1986



Customer since 2001



Customer since 2016



» CRM enriches the company philosophy and is a company-wide strategy that is lived in all organizational units. In this regard, CAS genesisWorld creates a platform upon which relevant information can be accessed more quickly and which also brings more transparency to all company processes. «

Bernd Schneider
Head of IT,
Klaus Faber AG



Sector: Electrical/electronic production



Customer since 2009



Customer since 2011



Customer since 2013



Customer since 2009



Customer since 2011



Customer since 2012



Customer since 2011



Customer since 2009



Customer since 2017



» The transition was an immediate success, we were productive from day one. Satisfaction lies at 99 percent. «

Uwe Mommert
Director,
Landau Media AG



Sector: Services



Customer since 1999



Customer since 2007



Customer since 2017



» Implementing CAS genesisWorld really paid off for us. The new way of working is more efficient, transparent and intelligent than ever before. «

Daniel Gleichauf
System Administrator and CRM Project Manager,
Ebner Stolz Mönning Bachern



Sector: Consulting, Tax and Auditing Services



» As a global company we required a flexible CRM solution. CAS genesisWorld dynamically supports and ensures the continued smooth operation of our company processes. Project management transparency helps to save time which we can then invest in our customers. «

Martina Krengel

Sales Controlling and Administration,
Georg Sahn GmbH & Co. KG



Sector: Mechanical Engineering



» Quality is our number one goal – and customer relationship management with CAS genesisWorld is no exception. «

Blago Culjak

Head of IT,
FEAL d.o.o.



Sector: Industry and Manufacturing



» Designing and keeping up with international processes is a challenge that we have mastered with CAS genesisWorld. All of our documents and processes are consistent across all our sites, because we all work with the same software. We can press ahead with our international expansion, because our professionalism is our common foundation. «

Fritz Goetz

Head of Sales,
SimonsVoss Technologies GmbH



Sector: Industry and Manufacturing



» We required a CRM solution which could take the international scale of our operations in its stride, from Atlanta to Shanghai. CAS genesisWorld helped us to implement all our CRM goals and processes worldwide and also optimize our customer focus. «

Klaus Bronner

Director IT,
ASYS Automatisierungssysteme GmbH



Sector: Industry and Manufacturing



» The most important factor for us is to ensure long term customer satisfaction. I cannot imagine better technical support than CAS genesisWorld. «

Jorge Leuschner

CEO,
MHS Truck & Bus SRL



Sector: Transport



» We were looking for a CRM solution which would provide more than just the usual sales functionality. Using CAS genesisWorld we could apply customer centricity to help make the full extent of all our customer relationships visible, offer personalized services and maximise potential. «

Fabiana Barros da Silva
Sales Support,
KOSTAL Solar Electric GmbH



Sector: Utility company



» Furniture is more than just form and function our customers enter into relationships with their furniture - so to guide our customers and help them make the right decisions we needed a reliable CRM solution. And this is exactly what we found in CAS genesisWorld. Now, we are able to manage our customer relationships with a level of professionalism that reflects the quality of our furniture. «

Klaus Rentschler
CFO,
Walter Knoll AG & Co. KG



Sector: Furniture Manufacturer



» Since using CAS Research everyone is kept well-informed and able to give expert advice. The efficient, interdepartmental cooperation helps to relieve our project teams of time-consuming organizational work, thus making room for more important tasks. The potential of this software and the support that our management team has been given surprises me constantly! «

Marta Carapuço
CEDOC Manager,
Universidade Nova de Lisboa



Sector: Universities

You will find more customer references here:



The screenshot shows the 'References' section of the CAS Software AG website. At the top, there is a navigation bar with links for 'Customer Centricity', 'CRM & xRM', 'Industries', 'Solutions', 'References', and 'Company'. Below this is a banner featuring logos of various customers including TEAM7, ZOCULUS, Diakonie, DAIMLER, SVG, faber, HOCHSCHULE FÜR MUSIK NÜRNBERG, Fraunhofer IPA, DB NETZE, SAHM, KIT, and LANDAU MEDIA. The main content area is titled 'References' and 'Our customer success stories'. It includes a paragraph stating that more than 400,000 people work with CAS Software AG products daily and that ten were chosen for their exemplary CRM projects. Below this is a 'Filter references:' section with two dropdown menus. At the bottom, there are four boxes representing different customer references: CYPERS (Sector: Industry and Manufacturing), DB NETZE (Sector: Energy and Supply), DE GRAAFF (Sector: Transport), and DELO (Sector: Industry and Manufacturing).

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