

Reference

STICHTING
**Achterhoek
TOERISME**



CAS genesisWorld

xRM and CRM for small and
medium-sized companies



» Since we have been working with CAS genesisWorld we can see exactly which partner packages our customers have bought and we can keep a close overview of these products. «

Natasja Mengerink, Marketing



Industry sector

Travel and tourism

Requirements

- Ensure comprehensive input / management of customer relations in both Dutch and German
- Provide improved management of product arrangements, partner packages
- Allow campaign and project management
- Enable financial overviews: Analyses of time sheets, calculations of expenses
- Enable the integration of Microsoft Outlook
- Allow mobile working with all relevant data

Benefits and Advantages

- Provides a centralized CRM system for all relationships (partners, friends, suppliers, networks, government), this enables greater transparency and smooth cooperation between departments
- Improved basis for decision making thanks to capabilities which allow the fast analysis of data (for example: highlighting which partner package a customer has bought, costs per employee / per project)
- Allows comfortable mobile working using CAS apps
- Provides simple time recording functionality for employees using direct links to projects and customers
- Makes optimal use of customer potential: Recognizes the different customer wishes and requirements and then offers custom business opportunities



Project data

- CAS genesisWorld
- Modules: Form & Database Designer, Report

Customer

- Stichting Achterhoek Toerisme, Borculo, www.achterhoek.nl
- Marketing and advertising for the Achterhoek region
- Founded 2013
- 12 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 20,000 companies

Contact and Consulting



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