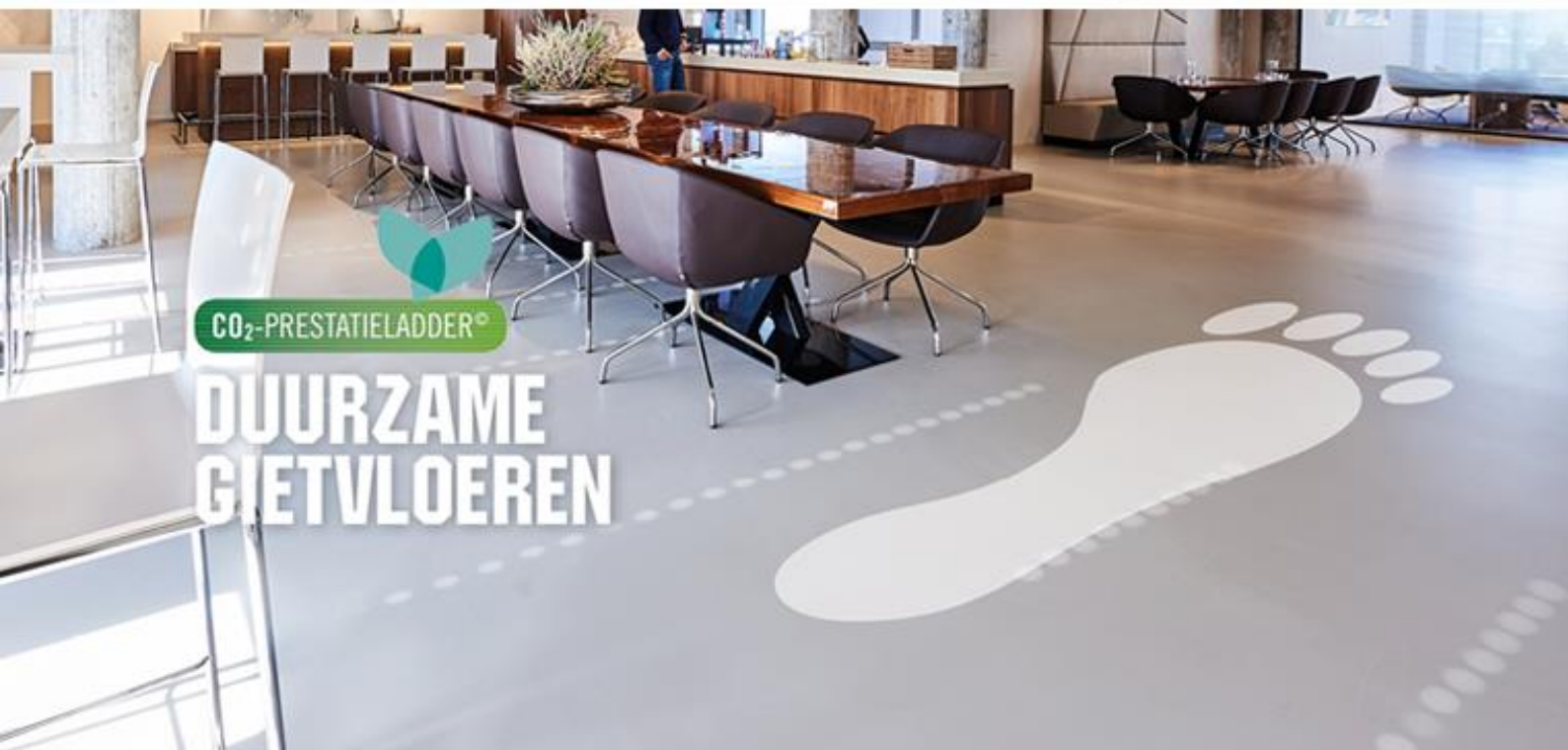


Reference

HERCULON



CO<sub>2</sub>-PRESTATIELADDER°

DUURZAME  
GIETVLOEREN

CAS **genesisWorld**

XRM and CRM for small and medium-sized companies



» With CAS CRM we have a user friendly and professional software solution for our leads, suppliers and customers. In one user friendly overview we can see the interests, visit reports, opportunities and other contact moments with the customer. Our Dutch partner Two Visions leads us step by step through this customer centricity process. «

Amy Slobbe, IT manager at Herculan

## HERCULAN

### Industry sector

High performance flooring

Trade / wholesale

### Requirements

- Centralized database for all relations
- Desktop, web and mobile usage
- Segment customers for product interests
- Automatic process for follow up actions (sales automation)
- Seamless integration of Microsoft Outlook calendar, e-mail and Microsoft Word
- Reliable financial information on the customer dashboard
- Survey tools to monitor customer satisfaction
- Report integration (BI) to get actual insight in sales statistics
- Professional document management system

### Benefits and Advantages

- Automated workflows have enabled us to save time with respect to routine internal organization tasks
- Better focus on customer needs: Complete 360° real time view of existing and potential clients with all relevant contact information including correspondence, phone calls, appointments as well as contracts and documents, even on the move
- The sales process has been simplified and opportunities and project of sales persons can now be constantly monitored

## CAS genesisWorld

### Project data

- CAS genesisWorld Premium
- Modules: Survey, Form & Database Designer, Report Manager
- Synchronisation with financial data from Microsoft Navision

### Customer

- Herculan B.V.  
[www.herculan.com](http://www.herculan.com)
- Worldwide customerbase
- Herculan develops, produces, sells and installs seamless floors for various application areas such as indoor sports, outdoor sports, non-residential construction and shipping
- Employees: 80

### 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
- Scalable solution
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- Being used successfully by more than 30,000 companies in more than 40 countries

## Contact and Consulting

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 **CAS CRM**  
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