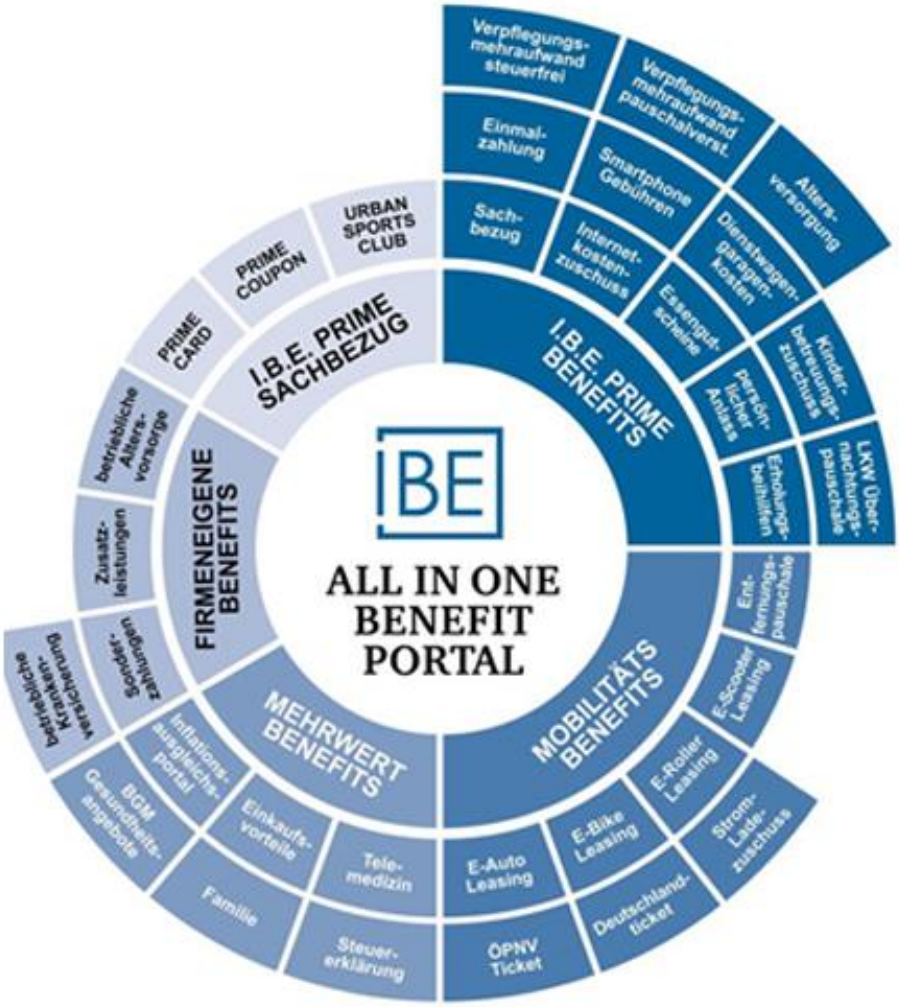
Reference

INSTITUT FÜR
BETRIEBLICHES
ENTGELTMANAGEMENT



CAS genesisWorld

CRM + AIA® for small and
medium-sized companies

CAS SOFTWARE

» I.B.E. is an innovative market leader in the digital management of benefit services. We manage employee benefits entirely digitally with a high degree of automation. Our CRM solution enables efficient and customer-oriented operations by ensuring reliable, cost-effective, and error-free processes. «

Christian Hönle, IT / Controlling

IBE INSTITUT FÜR BETRIEBLICHES ENTGELTMANAGEMENT

Industry sector

Banking/ Financial Services/ Service providers for employers

Requirements

- Modern, advanced CRM solution
- Initially implement a CRM system
- Optimally support expansion
- Centrally manage the address database
- Provide a knowledge pool for all employees
- Intuitively control and easily handle system to guarantee quick company onboarding
- Automate newsletter distribution

Benefits and Advantages

- Ensures smooth information flow and saves time internally and with customers by providing detailed overviews of all processes, contact information, and interactions
- Simplifies processes by digitally supporting routine tasks, such as quick and easy documentation of phone calls
- Provides solid decision-making foundations based on complete records and targeted analysis of relevant data
- Provides complete data overviews and eliminates duplicate data through integration with the ERP system
- Saves time due to comprehensive overviews
- Increases employee satisfaction through transparent processes

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Project data

- CAS genesisWorld Platinum Suite
- Modules: Form & Database Designer, Report, ERP connect
- Interface to ERP system

Customer

- I.B.E. GmbH, www.institut-be.de
- Financial service providers / payroll management
- Founded in 2015
- 10-25 employees

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- 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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CAS CRM A SmartCompany of CAS Software AG

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