

## Consistent processes with

## CAS genesisWorld and Merlin CPQ

The combination of **Merlin CPQ** and **CAS genesisWorld** enables consistent sales and quote processes. In the process, the sales team is best supported so that they have more time for customer service. At the same time, the systems promote an excellent customer experience throughout the entire Customer Journey.

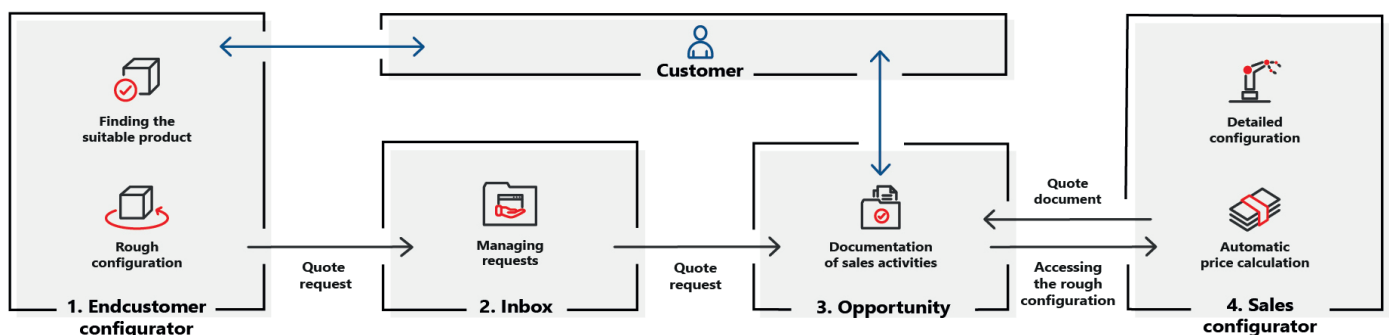
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### Overall process



**1. End customer configurator:** your customer enters their requirements into the **Merlin CPQ** end customer configurator on your homepage, finds the perfect product, creates a rough configuration, and then sends a quote request to your sales department.

**2. Inbox:** the customer's quote request is now in your inbox. The inbox is integrated into **CAS genesisWorld** as a structured sales dashboard and contains all saved configurations. Your inbox enables you to easily manage quote requests and assign them to your sales employees.

**3. Opportunity:** you can create new opportunities for the quote requests of customers directly from within the inbox in **CAS genesisWorld**. In these opportunities, you can record any further sales actions.

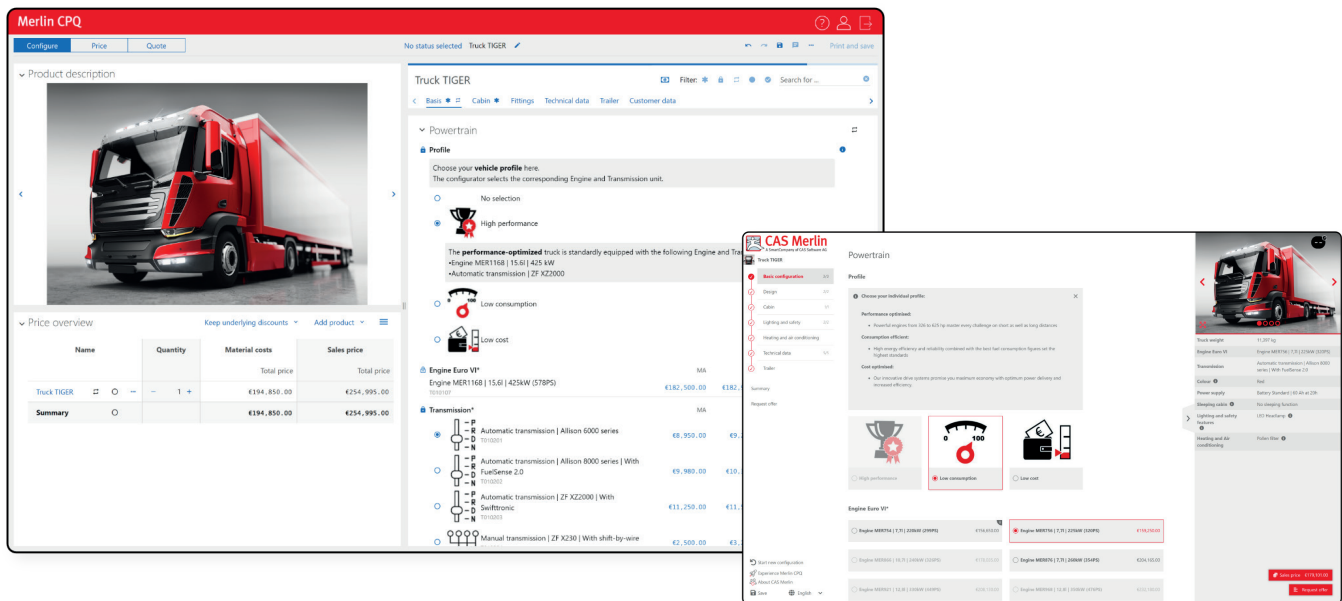
**4. Sales configurator:** the rough configuration by the customer can be accessed directly from within the opportunity in **CAS genesisWorld**. In consultation with the end customer, the first rough configuration becomes a complete quote in **Merlin CPQ**. You can save the quote document in the opportunity and directly send it to the end customer.

At the same time, the selected values in the quote are automatically entered into the opportunity so that your sales employees can keep an overview of all relevant information in the opportunity data record.

## Benefits

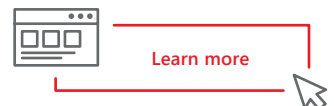
- Consistent sales and quote processes
- Increased efficiency in sales
- Highly customer-centric and more time for customer services
- Intensive support throughout the entire Customer Journey
- Automatic data exchange between both systems
- CRM and CPQ from one provider – using one standardized interface

## Merlin CPQ



### Configure variant-rich products – fascinatingly simple

With Merlin CPQ, you manage complex product landscapes, create error-free quotes, and excite your customers. We combine your individual requirements with our sectorally unrestricted and international CPQ solution and digitalize your processes.



## CAS genesisWorld

### Create unique customer relationships with first-class service

CAS genesisWorld supports you in establishing unique and appreciative relationships with your customers. You know the customer's wishes, provide the best service, and gift unique purchasing experiences along the entire Customer Lifecycle. Whether in marketing, sales or service – benefit from streamlined processes with one central database.

