



**CAS PIA<sup>®</sup>**

A Web-based CRM solution  
for small businesses and the self-employed

# Delight your customers with the charm of CAS PIA.

**What is PIA?** CAS PIA is a versatile and professional customer management solution.

CAS PIA is designed to provide you with valuable and efficient support. Charm your customers with features that are practical, consistent and good value – and above all: productive. CAS PIA is the right solution for you if you are self-employed, work freelance, or are responsible for the smooth running of an SME. Our Web-based CRM-software solution is smart, easy-to-use and reliable. Because our bottom line is the success of your company.

**What can PIA do for you?** CAS PIA provides support for your daily work and sales activities.

You can use CAS PIA to help you with the organization and execution of your daily work. Manage and coordinate your customer contacts expertly and in just a few clicks you can use and view the chronological customer history, coordinate your appointments, delegate tasks, target your marketing and sales campaigns, compose meaningful reports and much, much more. The advantages are clear: better access to valuable and comprehensive customer knowledge as well as increased employee expertise and motivation.





**How does PIA work?** As a so-called Cloud-based solution, CAS PIA offers you a number of freedoms.

Service is the key. And that is why CAS PIA is a Software-as-a-Service solution (SaaS) that you can access over the internet. All you need to know is that there is no installation, no waiting and no special IT knowledge required. Software and data are both available in the Cloud, which is physically located in a high-security data center. This means you can access your software and data anywhere you can get online. With CAS PIA we take care of the operation and support. No more being tied to the office or desk, you can work wherever you can connect to the Internet, you only pay a monthly usage fee and can add or remove extra users at will on a monthly basis depending on your needs.

**Is PIA easy to use?** You can use CAS PIA immediately and anywhere without any prior training.

CAS PIA is a complete Web-based solution – you can jump right in and start using our software without having to prepare or train beforehand. You can manage your existing data at the touch of a button and use all of the functions directly. The software is easy to get on with from the word go, because of the logical user interface. You can access all of your data regardless of the location and the time of day. It makes no difference if you work alone or in a team, because you have access anytime and anywhere. All you need is an Internet connection and a computer, tablet PC or smartphone.

#### **In a nutshell:**

CAS PIA provides you with a value-for-money, complete customer management solution that does not require any installation, is intuitive and can be used immediately. Quick, secure and available anywhere you can get online. Customer management could not be easier.

#### **PIA is secure.**

CAS PIA ensures the highest possible security for your data. Guaranteed. The software and all data are stored in a certified and specialized high-security data center in Germany, which features multi-level security measures. Your benefits:

- sensitive data storage according to German security guidelines and data protection regulations
- the highest levels of data access
- encrypted data transfer conforming to bank standards



# Enjoy the benefits that CAS PIA offers you.

The better informed you are, the better your decisions will be. CAS PIA's various functions support you in managing your customers, improving your customer relations as well as helping you to work more flexibly, more effectively and with more mobility than ever before. But do not just take our word for it, come and try it for yourself, you will be impressed.

## Big on detail: contact management



CAS PIA provides you with all the relevant details for all of your contacts in a clear and concise format in the chronological dossier. The data is pooled, ensuring a transparent 360 degree view of each customer.

## Accessing data quickly: search



Using our sophisticated search function, you can target and select the data you are looking for quickly. And at the touch of a button you can save your search criteria so that the next search will not just be easier, but will also save you time.

## Flexible appearance: individual design



The look and feel of CAS PIA can be tailored to suit your requirements: you can create your own fields, views or selection lists – without any IT expertise.

## Effective team work: appointments and more



Using CAS PIA you can reliably manage your appointments and tasks with ease, so that you always see the bigger picture.





You can create documents quickly and save them centrally.




As administrator you can define data access rights, so that each employee only gets to view and access the data they require to do their job – safeguarding your sensitive data.





## Targeted marketing: effective campaigns

  CAS PIA ensures consistent communications. You can send e-mails with your locally installed e-mail and, if you wish, you can also archive e-mail to the customer dossier at the touch of a button.


 In addition, you can specifically target customer groups for your marketing activities and send personalized letters and e-mail.

## Sales efficiency: current figures

 Our software solution helps you to increase the transparency of your opportunities and sales potential, which means you can track your success and improve your sales.

 And creating meaningful analyses and reports based on current data is child's play.

## Mobile access: anytime & anywhere

 With CAS PIA you can always access your data from any Internet browser, even when you are on the go. And you can use Mobile sync to view your most important data offline on your smartphone. In addition, our Mobile apps allow you to access and view your data on your iPhone, iPad or Android device.



# CAS PIA for every sector: one solution to fit all needs.



*"Our sales representatives were able to markedly reduce the time spent preparing for customer visits and follow-up tasks, so all-in-all they have more time for the customer. Everyone who uses the CAS PIA solution notices how much easier their jobs have become."*



Thomas Straßer, CRM Coordinator SVG Assekuranz  
Service Bayern GmbH

## Heating system engineers/Flue gas inspectors & PIA.

Engineers and flue gas inspectors can remind their customers of their annual appointments by e-mail. CAS PIA keeps an eye on all your appointments including any that recur annually and sends reminders in good time.

## Gardeners & PIA.

Gardening is not just about being green-fingered! Using CAS PIA gardeners can keep track of their customer's flowers and can see, for example, exactly which bulbs are currently in bloom. And best of all, you can time the delivery of your mails to coincide with their gardening requirements, so that you can inform your customers of any useful products they might need such as fertilizer.

## Agencies & PIA.

Advertising agencies use CAS PIA to help them track all of their projects and clients and provide all the necessary information that their contacts and consultants might need. Consequently, the software supports employees in all their daily tasks such as filing, archiving documents and planning appointments.

## Consultants & PIA.

Consulting firms who are responsible for multiple clients use CAS PIA to maintain an overview of their projects and clients. The multilevel rights system guarantees the confidentiality and security of any sensitive data relating to high-profile clients.

## Florists & PIA.

Florists use CAS PIA to keep a close eye on their customers' needs and preferences such as their favorite flowers, or to invite customers to special events and manage advance bookings and orders for special occasions like Christmas, Mothers' day or Valentine's day.

## Logistics & PIA.

Logistics firms benefit from the individual contact management functions in CAS PIA. With the help of the dossier they can keep up-to-date with their customer orders, so that information on the where and when is always at hand.

## Real estate agents & PIA.

Using CAS PIA, estate agents can designate objects as resources, which enables them to track viewing appointments for any object in their system. The accompanying sales information for a given object is also stored in the dossier – clever, convenient and easy to use.

## Interior designers & PIA.

Interior designers utilize CAS PIA to maximize their success by tracking customer behavior and then use this data to inform customers of the availability of suitable goods, increasing the potential for sales success through targeted marketing.

## Beauty therapists & PIA.

After every tenth treatment, beauty therapists treat their loyal customers to a spoil-yourself voucher tailored to customer preferences. So thanks to CAS PIA, your customers get exactly what they desire.



*"We were very attracted to CAS PIA because of its tailor-made functions. The products on offer from the other providers were functionally too complex for our purposes. We required an electronic directory for our contacts that included provisions for appointments, phone calls, correspondence, reports – as well as offering a means of managing sales campaigns and all of this in just one smart solution."*



André Boeder, Managing Director paymorrow GmbH





# Six good reasons for CAS PIA:

**1** **CAS PIA** is a professional customer management solution that will delight and charm your customers by providing them with comprehensive support in their day-to-day business affairs so boosting their company success.

**2** **CAS PIA** is both efficient and effective. It provides full transparency within companies and optimal results in sales and marketing as well as increasing employee confidence and motivation.

**3** **CAS PIA** is Web-based and future-proof. And as it is a Cloud solution, CAS PIA eliminates the need for investments in hardware, infrastructure, maintenance and operating costs. On top of this, it utilizes the most modern Web technologies to provide secure access to your data – anytime and anywhere. Perfect!

**4** **CAS PIA** is flexible and scalable. It can adapt to your requirements from the beginning and grows with your company.

**5** **CAS PIA** is good value at €19.90\* per month/user. The introductory edition costs just €7.90\* per month/user which makes for an excellent price-performance ratio. In addition, agreements can be cancelled on a monthly basis. Risk free!

**6** **CAS PIA** is available for you to try free-of-charge for 30 days at no obligation. Now!

**€ 19.90\***  
a month

\* not including V.A.T

**Try it now, for free!**

➔ [www.cas-pia.com](http://www.cas-pia.com)

## **CAS CRM** – the market leader with over 25 years of CRM experience

CAS PIA is a product of CAS CRM, a SmartCompany of CAS Software AG based in Karlsruhe, Germany. Having over 200 certified partners the company is the leading German CRM provider to small and medium-sized enterprises (SMEs). Its product portfolio includes CRM systems and industry solutions which are used by companies, service providers and organizations to establish successful and sustainable customer relations, to help them make better use of their internal knowledge and improve corporate memory; as well as increase the efficiency of their employees. More than 200,000 users in 25 countries work with CAS Software AG products on a daily basis.



