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Customer Relationship Management Tools

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## CUSTOMER RELATIONSHIP MANAGEMENT TOOLS<sup>2</sup>

Customer relationship management (CRM) tools play a vital role in the management of a firm's relationships, as well as interactions with clients and prospective clients. The best CRM tools should be in the position of making business relationships better. In that respect, the CRM tools have to be capable of assisting firms to stay linked to clients, get the business processes streamlined, and improve profitability. Most importantly, the CRM tools have to make it easy for the firms to learn the customers' needs, keep well-updated customer information records and respond to client complaints within a fast, as well as, effective manner (Dellers&Cadiat, 2016).

There are a wide range of CRM tools within the industry. The most common one are salesforce.com, Infusionsoft, and TeamSupport software. Salesforce.com is considered to be the leader within on-demand customer relationship management as it offers a diverse range of CRM suite not only for small but also mid-level and big corporates across sectors (Kumar, Reinartz& Springer-Verlag 2018). Besides, it offers vertical solutions for financial and wealth management. Salesforce assists firms in multiple tasks, inclusive of management of client accounts, monitoring marketing campaigns, and tracking sales leads. Concerning Infusionsoft, it offers ideal solutions for meeting marketing together with the sales goals of a firm.

Moreover, it has e-commerce tools that assist brands to grow within various digital platforms. However, Infusionsoft is exclusively built for small brands, together with businesses. Therefore, it cannot be used in large organizations. Regarding TeamSupport, it is ideal for the organizations that encourage teamwork(Kumar, Reinartz& Springer-Verlag 2018). TeamSupport has unique features such as the Water Cooler feature that allows an organization's customer team to share ideas privately on how to best meet their customers' needs, which differentiates it from the other CRM software.

## CUSTOMER RELATIONSHIP MANAGEMENT TOOLS2

### References

Delers, A., & Cadiat, A.-C. (2016). *Customer relationship management*. Place of publication not identified: 50Minutes.com.

Kumar, V., Reinartz, W. J., & Springer-Verlag GmbH, (2018). *Customer relationship management: Concept, strategy, and tools*. Berlin, Germany, Springer.