**CRM**

**Customer relationship management** is a process in which a business or other organization administers its interactions with customers, typically using data analysis to study large amounts of information.

10 key CRM software functions

Lead management. Generating leads is the first step in the sales cycle

Contact management

Interaction tracking

Lead management

Email integration

Reporting and analytics

Marketing

Pipeline management

Workflow automation

Document management

Quotes/proposal management



**Features of CRM Software:**

**1. Contact Management**

This is the most basic feature that every CRM application has.

Contact Management helps business to collect and organize customer data efficiently.

It tracks leads as it progresses through the sales pipeline and make first purchase. It manages customer profiles, relationships and communication history.

CRM gives a complete picture of all customers.

### 2. Account Management

Account Management is another primary feature of CRM software.

It captures and organizes company or division or household information and manages relationship.

Keep in mind,

Account records contain information about the companies you do business with. But contact records contain information about the people you work with.

### 3. Quote and Order Management

When a customer is interested to buy product or service, sales person creates a quote with all details.

If customer agrees to buy it with specified price, order will be generated. If not, sales person either cancels the quote or revises it to meet customer requirement.

CRM automates and streamlines this process for business. It improves order processing capability, sales visibility and relationship with customers.

### 4. Opportunity Management

When business qualifies a lead, it becomes an opportunity.

An opportunity is potential revenue generating contact or account.

If business does not nurture contacts or accounts properly, it will lose selling opportunity.

Opportunity Management enables business to manage and monitor sales funnel and provides necessary info to complete the sales process.

### 5. Sales Process Automation

Sales process automation is one of the most important CRM features. It automates and streamlines various sales functionalities to standardize business processes.

Business can customize the application as per requirements.

It reduces human error, makes sales cycle shorter and improves lead to customer conversion ratio.

### 6. Campaign Management

Needless to say, campaign management plays an important role in any business.

Remember,

Marketing campaign is the very first step any business takes to reach potential customers with products and services. So, it must be flawless. Isn’t?

CRM leverages the efficiency of marketing campaign by marketing process automation. It reduces campaign cost, analyzes campaign data and forecasts future marketing strategy.

### 7. Customer Segmentation

Without proper customer segmentation, marketing campaign will never give you expected result.

Why?

Suppose, ABC company wants to launch a product for new born babies in Europe. So marketing campaign must target parents with new born babies or to be parents only.

And campaign will run only in Europe.

Now if the company runs a campaign for everyone around the globe, it will never generate enough leads.

Moreover, it will create bad impression.

So proper customer segmentation is important before executing any campaign.

CRM captures and analyzes customer data, coming from various sources. It divides customers into groups that share similar characteristics such as geography, age, gender, buying pattern or any custom rules.

### 8. Call Center Automation

CRM with call center automation enables service agent to solve customers’ problems quickly. It gives right information at the right time to improve overall customer experience.

Interactive voice response (IVR), virtual agents, automatic call distribution are just few examples of call center automation.

### 9. Service Automation

Do you know – poor customer service is the main reason behind customer attrition?

66% of consumers switch brands because of poor service. On contrary, 85% of customer churn due to poor service is preventable.

### 10. Task Management

Customer management is tightly coupled with employee management.

If you want to serve your customers better, first manage your employees better.

If a customer’s request is pending for long time because your employees do not know who should work on it, it will never improve customer experience.

It is important to assign and complete tasks within time and budget.

Using CRM, business can automate task management process.

It creates and assigns tasks among employees based on their skill set, availability, geography etc.

### 11. Partner Management

Partner management is a special type of features and not every CRM application has.

It improves communication between companies and their channel partners. It manages business partners’ relationship, shares data on real time across channels and streamlines processes.

### 12. Report and Dashboard

Report is one of the key features of CRM software.

Do you know which product gave you maximum no of leads in the last campaign?

What was the most profitable channel?

Which product performed well last year?

Data is valuable when you have the ability to find out something actionable. Simply capture and store massive amount of information is not enough.

CRM gathers and analyzes customer data.

It helps employees to perform daily tasks better and upper management to take more accurate business decision.

So far I have told you about core features of CRM that almost every organization needs.

But that’s not all…

There are few more CRM features but they are more functional than technical.

Let’s see few such features.

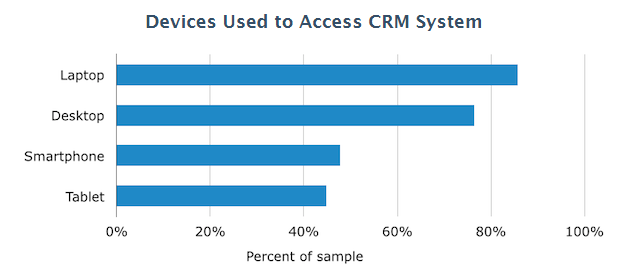
### 13. Mobility

Almost every business needs to access customer data outside office space. CRM with mobile compatibility ensures that you can access data anytime anywhere.

In 1999, Siebel released first mobile CRM – Siebel Sales handheld. (Source : [History of CRM software](https://techonestop.com/history-of-crm-software) )

Now a days, almost every CRM supports laptop/desktop as well as mobile devices.

A [research](http://www.softwareadvice.com/crm/userview/report-2014/), conducted by Software Advice, shows that almost 50% users access CRM using Smartphone or tablet.



### 14. Integration Capability

A key feature of any CRM software is the ability to integrate external applications.

For example, your CRM application must be integrated with inventory management system to check product availability before placing order.

Integration with other applications helps business to see real time data in CRM from all systems.