

## **What does a CRM System Do?**

Customer relationship management (CRM) refers to the strategy of leveraging customer data, transactions and engagement for business opportunities, mainly, in sales, marketing and, to some extent, product development. Its aim is to nurture a long-term and profitable relationship with customers. How? By understanding their needs and interests better to provide better and more personalized sales and support experience. The term is also used to refer to the system or software that helps you run CRM processes.

Read on to know more about the answers to—what does a CRM system do ?

Rudimentary tracking methods no longer make the cut in today's demanding, fast-paced and multi-tasking workflows. Hence, embracing technology and ditching the traditional pen-and-paper data entry mechanism is essential to improve organization, productivity, and accountability. This is where CRM software programs come into place.

Companies are looking at these factors to benefit from in using a CRM solution. (Source: Tech News World)

The numbers don't lie on how this software's impacts your business. For every dollar spent on a CRM solution, users get an average return on investment of \$8.71 according to Nucleus Research. A separate study by Aberdeen Group reveals that 24% more sales representatives achieve their annual sales quota by having mobile access to their CRM. With the right usage and implementation, it brings transparency, decreases guesswork, eliminates manual data entry, and drives revenue and productivity.

Let's go through the details of this software's functionality and purpose, among others.

What does a CRM system do? As mentioned above, it's the system that runs CRM tasks and processes. These include consolidating in a centralized database customer data from various sources such as customer service calls, sales data, and marketing campaigns. In most instances, CRM software integrates the processes of sales, support, and marketing, along with IT and, where necessary, product development and other business units. The core functions of CRM software in system.