

2018 EDITION

TOP 40 CRM SOFTWARE REPORT

Comparison of the Leading CRM Software Vendors

Overview of CRM Software Solutions

Customer Relationship Management (CRM) simplifies company-client relations by providing a centralized repository for collecting information on prospective customers and established clientele. The ideal CRM system synchronizes your various marketing efforts and optimizes your marketing efforts by automating customer communications. Business owners should consider a CRM platform if they find it difficult to maintain regular interactions with clients or lack a comprehensive system for communicating with customers. A company might also find value in transitioning to a new CRM solution if they find an existing ad-hoc platform like a spreadsheet to be time-consuming or inadequate for their existing needs.

The best CRM platforms will enhance client interactions through a number of tools designed to fit your company size and needs. Look for a flexible solution that automates key client transactions and interactions, improves your customer support services and efficiently manages your marketing campaigns. For more information about the variations of CRM solutions available, check out Business-Software.com's range of CRM vendor reports, all of which are available on our Exclusive Reports page.

Read on to browse the leading CRM systems and discover which ones will be the best fit for your company in our Top 40 CRM Software Comparison report.

Features & Deployment Key



Data importing



Mobile accessible



Analytics



Email marketing



Email integrations



Multichannel support



SaaS platform



On-premise platform












SaaS and on-premise

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We offer exclusive comparison reports for 80+ business software segments, enabling you to efficiently research and review highly rated software products. Download our free reports to discover top business solutions for Accounting, CRM, ERP, CMS, Manufacturing, HR and more.

Top 40 CRM Software Comparison

PipelineDeals CRM	Salpo CRM	Workbooks CRM	Zoho CRM	Nimble
				
Ideal for: Any size company seeking a solution that has a set of collaboration tools with data filtering.	Ideal for: Businesses needing a customizable platform with third party integrations and an open API.	Ideal for: Small to midsize companies looking for a sales force and marketing automation platform.	Ideal for: Organizations that are in need of a platform that's equipped with permission-based security.	Ideal for: Companies of any size wanting a platform that aims to unify all disparate data.
Business size 	Business size 	Business size 	Business size 	Business size 
				
Key Features 	Key Features 	Key Features 	Key Features 	Key Features 
Additional Features <ul style="list-style-type: none"> Real-time deal status updates Deal management Contact and lead management Customizable activity tracking 	Additional Features <ul style="list-style-type: none"> Account management Sales pipeline and targets Business Rules Engine GDPR compliance tools Office 365 and G-Suite integration 	Additional Features <ul style="list-style-type: none"> Sales order and supplier management Easy integrations and an open API ISO27001-certified UK datacenters 	Additional Features <ul style="list-style-type: none"> Auto-assign leads with custom rules Centralizes accounts, related contacts, and opportunities Follow up on sales activities 	Additional Features <ul style="list-style-type: none"> Contact management Unified communications Activity management Social media monitoring Sales and marketing Third-party integrations
Select Customers The Shearwater Group Inc, Concentra, Cloops, Group ISO	Select Customers The Growth Hub, SBS Insurance, Imperial Brands, Spirax Sarco	Select Customers Wild and Wolf, Soak.com, Russell Finex Ltd, Hit Training, Coeliac UK	Select Customers Affordable Housing Alliance, JetHub, MicroLOGIX, T3 Direct	Select Customers Skyline Boston, Socialink, Viwo Inc
Deployment   	Deployment   	Deployment   	Deployment   	Deployment   

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