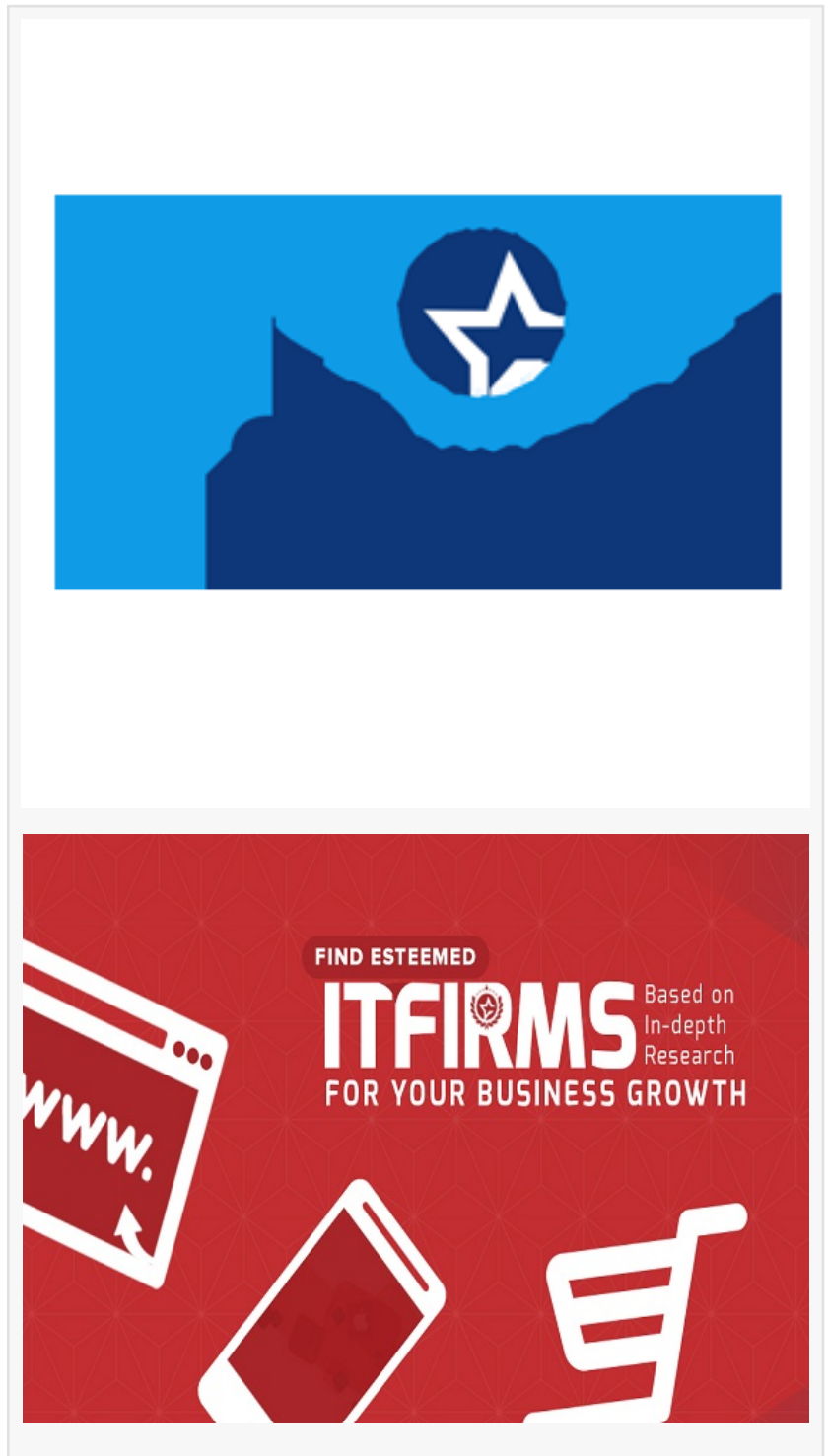


ITFirms Insights Customer Choice for CRM Lead Management Software

ITFirms study reveals top CRM software for best customer relationships in the software organizations!

NEW YORK, UNITED STATES, March 30, 2020 /EINPresswire.com/ -- ITFirms published its 2020 Customer Relationship Management (CRM) Category Report recently naming a list of champions based on exceptional user reviews. Survey questions, which have been crafted by seasoned IT industry analysts and backed by years of IT research, focus on CRM software users' relationships with vendors.

CRM's are focused on simple, easy to use experiences. Customer Relationship Management is at the core of all the organizational activities – including a mix of activities, strategies, and technologies that companies utilize to manage their interactions with their current and potential customers. Most of the businesses spur about client's being their kings. All their actions are driven around customer's demands. [Best CRM software](#) help businesses in managing relationships with their customers thus creating loyalty and customer retention. Customer loyalty and revenue are the two qualities that affect a company's revenue, CRM management strategy can definitely result in increased profits for a business. At its core, CRM software creates a simple user interface for a collection of data that helps businesses recognize and communicate with customers in a scalable way. CRM's offers the ability to track deal stages and reasons for closed-lost and closed-won deals – Hubspot sales blog.



List of Top Customer Relationship Management (CRM) Software:

- Copper (Paid)
- Accelo (Paid)
- Teamgate (Paid)
- todo.vu (Paid)
- ManageEngine SupportCenter Plus
- Salesmate (Paid)
- Bitrix24 (Paid)
- Freshsales (Paid)
- Zoho CRM (Paid)
- amoCRM (Paid)
- HubSpot CRM

The following vendors received top scores (according to categories: Operational, Analytical, Collaborative)

Zoho CRM, Pipedrive CRM, and SugarCRM are the three most-trusted CRM systems by their customers, best at including product enhancements at no charge in each new product release, at continually improving their CRM Suites as rated by their customers.

ITFirms, a leading research platform, announced customers' choice insights for CRM Lead Management Software. The listed software was chosen by their ability to facilitate a business's inbound and outbound customer acquisition, online and offline. These have given marketers a way to show the value and ROI of their marketing efforts, from web traffic to social media. The CRM software users said that the performance-enhancing abilities of the vendor were the best in the industry, helping them to make a positive impact on propelling their product forward. Managing software relationship management is simple but it can be implemented in a huge array of methods like websites, social media, telephone calls, chat, mail, email, and various marketing materials. It not only benefits larger businesses but also accounts for scalable sales and marketing systems. Organizations benefit from maintaining a record of which conversations, purchases and marketing material can be associated with leads and customers.

About ITFirms

ITFirms.co is an online platform of ratings and reviews of IT software and services that are written and read by IT professionals and technology decision-makers. The goal is to help IT leaders make more insightful purchase decisions and help technology providers improve their products by receiving objective, unbiased feedback from their customers. For more information, please visit www.itfirms.co.

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