Customer Relationship Management (CRM) systems are a technology used to manage interactions with customers. A CRM systems helps organisations build customer relationships and streamline processes so they can increase sales, improve customer service, and increase profitability.

CRM software records customer contact information such as email, telephone, website social media profile, and more. It can also automatically pull in other information such as previous contact details, or a client's preferences on communications.

A CRM system organises this information to give you a complete record of individuals, so you can better understand your relationship over time.

CRM software improves customer relationship management by creating a 360° view of the customer, capturing their interactions with the business, and by surfacing the information needed to have better conversations with customers.